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ABSTRACT

This final report describes a pilot program for the simultaneous appraisal and description of concurrent television newsfilm from the holdings (dating from 1955 to 1972) of three Madison, Wisconsin television stations. The sections of the report are: (1) Project Background and History; (2) Problems of Estimating; (3) Evaluation of the Physical Condition of the Film; (4) Appraisal Issues; (5) Use of Form Headings; (6) Database Construction; (7) Software; (8) Information Sharing; and (9) Results and Conclusions. The report concludes that the content of the bulk of the local newsfilm in the holdings is not worthy of the expense of preserving and making it accessible in the labor intensive manner initially employed by the project. Appendixes containing a list of project personnel; selected pages from the descriptive guide and index developed by the project; a chart indicating the work completed on the project; guidelines for film inspection, repair, identification and assembly; worksheets for information gathering on a sample record; a list of equipment and supplies; appraisal and processing concurrent TV newsfilm collections; advisory committee responses; and collection descriptions in RLIN database are attached. (RS)

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Appraisal and Processing

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THE STATE HISTORICAL SOCIETY OF WISCONSIN
Madison, Wisconsin

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EARLY WISCONSIN TELEVISION NEWSFILM ARCHIVES: APPRAISAL AND PROCESSING

Final Report
to
The National Historical Publications and Records Commission
Grant No. 88-115

Visual and Sound Archives
Archives and Research Services Division
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PROJECT BACKGROUND AND HISTORY

The State Historical Society of Wisconsin's television newsfilm collections form a significant portion of the Mass Communications History Center (MCHC), one of the nation's major repositories of records on the mass media--radio, television, advertising, public relations, theater and cinema. The television newsfilm collections cover the life and politics of Madison, Wisconsin, and the surrounding suburban and rural areas, from 1955 through 1983, with less comprehensive holdings from other stations around the state. The Madison coverage includes the three commercial stations: WISC (the CBS network affiliate), WKOW (ABC), WMTV (NBC), and WHA (the University of Wisconsin PBS affiliate). Events and personalities typical of all local news coverage are well represented, but because Madison is the state capital and a Big Ten university community, state politics, university affairs and the issues of agriculture and industry are covered as well. The Society acquired its first newsfilm in 1969 from former WKOW-TV news director, Blake R. Kellogg, and has subsequently received all extant film footage from the three local network affiliates. Newsfilm such as this often provides the only available visual and sound resource for the study of local events, individuals of both local and national influence, and the appearance of the physical environment. Local newsfilm also can provide direct evidence of the changing patterns of dress, speech, gender roles, and lifestyles. Historians find such film useful for its informational value and for its documentation of attitudes, values and cultural themes. Communications specialists use it to chart changes in media coverage, techniques, and emphasis. Documentary filmmakers have begun to turn to newsfilm to supplement other archival and video footage for new film and television productions.

The National Historical Publications and Records Commission (NHPRC) supported the American Film Institute (AFI) National Center for Film and Video Preservation Conference on Local Television News Archives held in Madison, Wisconsin in October, 1987 which called attention to the complex and urgent problems of television newsfilm archives. Of the twenty public institutions represented at the conference, six reported holdings on three or more stations. However, those institutions involved in processing had concentrated on single station holdings, and the conference recommended studying new appraisal and processing strategies for multiple stations with concurrent coverage. In 1988, the State Historical Society of Wisconsin (SHSW) requested funding from the NHPRC for a two-year project to "develop a pilot program for the simultaneous appraisal and description of concurrent television newsfilm using its early holdings from three Madison, Wisconsin stations, 1955-1972."

The project goals were to physically arrange, evaluate and repair approximately 800,000 feet of deteriorating 16mm newsfilm, to develop and implement appraisal criteria (especially for repeated classes of events such as crimes, fires, and car accidents), and to describe and provide access to the collection using a record structure compatible with MARC (MAchine Readable Cataloging) and NAMID (National Moving Image Database). A printed finding aid was the intended final product.

The project began on October 15, 1988 and was originally scheduled to end October 15, 1990. The Society received an original grant of $68,764, and the total project budget was $140,924.

A no-cost extension continued the project until April 30, 1991. George A. Talbot, curator of the Visual and Sound Archives was the initial project director, but after his retirement in June, 1990, Christine Schelshorn, archivist in the Visual and Sound Archives and Karen Baumann, senior archivist for automation in the Archives Division jointly assumed those duties.

The project archivist, Jean MacNichol was with the project throughout its existence, viewing film and preparing segment descriptions, indexing for data entry, and providing training and direction for all part-time staff. The only other staff hired on the project was film technician, Sam Rowe, although the project was assisted by University of Wisconsin-Madison students employed through the federally-funded Work-Study program as part of the Society's match. (See Appendix A. for a summary of all personnel used on the project.)

The holdings from the three Madison commercial affiliates consist largely of live news footage shot as part of daily news coverage from the beginning of commercial television in Madison in the early 1950's and continuing until the early 1980's when 16mm film was replaced by 3/4" videotape in local news production. The film, especially that which dates from the period 1955 to the early 1970's, includes both footage which was edited and aired as part of news broadcasts and the unaired "outs." The holdings do not contain complete broadcasts, but only the newsfilm segments shot for them. Physically the holdings originally consisted of cans which held rolls of varying size, many containing numerous segments. Segments were often preceded by a piece of film leader or masking tape carrying a brief title or "slug," e.g. "council meeting 7/21/69," and are of varying length (the average WISC segment is 74 feet; and the average WKOW segment 43 feet). Original finding aids were received from each of the stations, but they were incomplete and for the most part did not relate to the organization of the film as it was received. Although some shot logs existed, access to the film was primarily by date, with no topical access.

Selection of the early period (1955-1972) of film as the pilot project meant that the film with the greatest preservation problems would be treated first. Much of the early film was badly processed and showed signs of staining and/or warping from inadequate washing and drying. It was initially estimated that this period included 792,600 feet compared to the later period (1973-1983), which was estimated at 3,198,000 feet. Developing appraisal and organizational procedures using the smaller early portion, the original grant proposal stated, would aid in later processing of the remainder of the collection. Also included in the original project scope was a collection of film designated the "Vietnam Archives (1965-1972)" (VNA) which had been extracted from three stations' holdings by the producers of the Vietnam War protest documentary The War at Home (Catalyst Films, 1979).

Project goals were revised three times, primarily due to the larger than anticipated total amount of film footage. After fifteen months staff shifted from work on the earliest portions (1955-1965) and confined their efforts to the 1965-1972 period, the same years as the Vietnam Archives. During the last eight months the project further focused on the years 1968-1972, the period for which coverage was most extensive. Even then, the time period fully described and indexed was further reduced. Ultimately, only the Vietnam Archives and the years 1968 and 1969 from two stations' holdings received full indexing in the database, with the 1970-1972 film

from two stations fully described but not indexed.

The final printed product is Madison, Wisconsin, Television Newsfilm 1968–1972: A Descriptive Guide and Index to the Holdings at the State Historical Society of Wisconsin, a 700–page document which includes an introduction; segment descriptions for the Vietnam Archives, WISC and WKOW (1968–1972); the form index preceded by a glossary of definitions for the twenty–seven form headings used; and an integrated alphabetical index to proper names and subjects for the Vietnam Archives and stations WISC and WKOW (1968–1969). (See Appendix B. for selected pages from Madison, Wisconsin Television Newsfilm 1968–1972: A Descriptive Guide and Index...)

PROBLEMS OF ESTIMATING

In preparing the grant proposal, various inventories and estimates were made to determine the extent of the collections. Cans on shelves were counted, finding aids re-examined, and projections of total footage extrapolated. The 1988 estimate of total footage for Madison commercial station holdings (1955-1983) was 3,990,600 feet. In making this estimate, SHSW staff had worked with a multitude of variables. Film was stored in 400, 800, 1200 and 1600 foot 16mm cans, as well as in double layers in 35mm cans in both 1000 and 2000 foot sizes. Some of this film was on cored rolls, some on reels. Much of the film was in small segments within cans, tightly rolled on itself. Depending on how tightly film is wound on a reel or core, a can may hold far more than the manufacturer-designated size. For example, a 400 foot film can may hold up to 550 feet and a 1600 foot can may hold as much as 1800 feet. As a result of these variables, the original footage estimates had to be revised several times. Improved random sampling techniques which would have examined more of the cans and counted more of the footage could have improved the original estimates.

At the end of the first year of the project it was still thought possible to work on the entire 1955-1972 period, although based on actual sampling of film can contents the footage estimate went up from 792,600 feet to 980,000 feet. In the final eight months of the project, staff reduced the project's focus to 1968-1972, the years of greatest overlap in station coverage. By that point, foot counts indicated that the quantity for those four years alone was 740,600 feet. Staff now believe that the 1955-1972 period may actually comprise more than 1,137,803 feet, rather than the original 792,600 foot estimate. Additional details on footage are charted in Appendix C: Work Completed on NHPRC Wisconsin Television Newsfilm Project 1988-1991.

In addition, there was a problem determining how many segments needed description and indexing. The original grant estimates presumed 13,000 segments in the 1955-1972 time period. Actual examination of the film, however, suggested the number of segments was much higher. By the end of the project, a total of 11,206 segments had been described just for the years 1968-1972. 3,392 segments in three collections (WISC [671] and WKOW [1795] for the period 1968-1969, plus the Vietnam Archives [926]) were described, cataloged, and fully indexed; the station holdings for the years 1970-1972 (7814 segments) were also described in the database but not indexed. (Because WMTV footage was received already weeded and better organized and described, project staff chose to concentrate on the other stations' footage.)

EVALUATION OF THE PHYSICAL CONDITION OF THE FILM

During the first six months of the project, the project archivist compared the film against existing finding aids and did a preliminary inventory by station to further assess quantity. Prior to hiring the film technician in April, 1989, she drew up Guidelines for Film Inspection, Repair, Identification and Assembly (Appendix D.) and developed coded worksheets (Appendix E.1.) to record data on physical condition and information available from masking tape or film leader notes. (See E.1-3 for all information gathered on sample record WKOW 896.)

The grant originally planned for one technician to do all the work of inspection and repair. Once he was hired at the beginning of the third quarter it became apparent that additional adjunct staff was needed to assist in the time-consuming preparation of compiled rolls. Two different work set-ups were designed for film inspection and repair. One system used a Zeiss Moviescop and sound reader with an added sync block to determine foot count. All other viewing and inspection was done on five 16mm flatbed Steenbeck film editors made available to the project by the Wisconsin Center for Film and Theater Research (WCFTR), which can be used for both magnetic and optical soundtrack film. At several points during the ninth quarter of the project as many as seven people worked simultaneously on compilation, inspection, repair and cleaning. Without the WCFTR machines, the project would not have been able to add the staff necessary to attain the revised project goals (Appendix F: Equipment and Supplies). Although inexperienced students could be employed to inspect and repair film, it was far more difficult to add staff for film viewing because of the greater complexity of describing the film. Finding aids were not explicit, stories were physically split, slug information was unreliable and a substantial quantity of film was both in negative and silent.

Although work on each station's film required a somewhat individualized approach, it was decided to maintain all film in collection order in order to retain the stations' numbering systems, and to compile all film into rolls prior to viewing. During inspection and repair, film was transferred from reels to cores when necessary, head and tail leader were added, and, on previously compiled rolls, old masking tape splices were removed and replaced with double-sided Mylar splices. Rusted or dented cans were replaced as required. To facilitate appraisal and physical removal of unwanted film footage, the project devised a strategy for compiling multiple segments into single rolls with single, i.e. temporary, splices. The project archivist then viewed the film for appraisal, annotating worksheets for unwanted segments and discarding unwanted footage. The adjunct staff completed the splices on the remaining footage. Because identification and finding aids provided by the stations proved to be unreliable, the project committed itself to verifying content by viewing and not basing any retention decisions on the can label or "slug" title alone.

After eighteen months into the project (April, 1990), 347,893 feet of film had been inspected and repaired; during the next six months an additional 360,740 feet was completed. By project end, 934,522 feet of film had been inspected, repaired, and cleaned with the ultrasonic film cleaner. (See Appendix C. which charts the quantity of film footage handled during the project.) In addition to film described in the project's cataloging goals, an additional 156,950 feet from the

1955–1967 period and 75,200 feet from the 1973–1983 time period was inspected and repaired.

Film inspection and repair took 1 to 1.5 hours per 1200 foot roll depending on whether masking tape needed to be removed and head and tail leaders added. For film received as small rolls of one segment each it took an additional 30–40 minutes to compile rolls containing 15–20 segments including repositioning film segments by date or story.

APPRAISAL ISSUES

A primary goal of the project was to capitalize on multi-station coverage while developing specific appraisal criteria. Here, too, unanticipated difficulties were encountered. Simultaneous appraisal of the three stations was hampered by the condition in which the film had been received. The dating of cans was not consistent between stations: some film was precisely dated; other film was dated only by month or year (although in roughly chronological order); still other film was completely undated. In addition, the film was either not on equivalent reels, or was in uncompiled segments. Under ideal circumstances, it might be possible to put correctly dated film on three different film editors and view the three stations' footage on a particular story simultaneously. But given the actual condition of the film, such simultaneous viewing was virtually impossible. When the project attempted to discard film, the results were extremely unimpressive because the staff could not do the comparative appraisal of station holdings.

Earlier reports included a version of Appraisal Guidelines which established seven criteria for the appraisal of newsfilm. The conditions for actually disposing a segment or roll were identified as follows:

1) A repeated event that appears in a fuller context in another station's newsfilm;

2) Unidentifiable events, people, and places with no additional actions, secondary activities, or background elements of interest;

3) An event or story of a continually repeated type, i.e. award ceremonies, banquets, house fires, and traffic accidents;

4) Segments that duplicate "outs" or trims of events appearing as aired segments eleswhere ("outs" and/or trims which contain alternate information will be retained);

5) Badly deteriorated or damaged segments with footage of same stories in good condition in other parts of the collections;

6) Poorly shot, exposed, or developed segments which appear better produced elsewhere; and

7) Segments with substantial sound track damage which appear elsewhere with better sound quality or segments with no sound for which there are segments elsewhere on the same story with sound.

In truth, this proved more a theoretical list than a practical working document. Early in the project it was decided that removing film from a compiled roll was too cumbersome and time consuming, although removing segments longer than 25 feet was briefly considered. Once the project determined to retain the can as the reference point for all subsequent cataloging and administrative control, no amount of weeding of segments would reduce the size of the collection on the shelves. Therefore, the above criteria were only tested on footage needing compilation for the period 1968-1972, i.e. uncompiled film from station WISC.

Although the above criteria are written for multiple-station coverage, they also act as guidelines for single station coverage. Here, the project archivist appraised the film, removing unwanted segments--mainly "wire service" film reports supplied by companies such as UPI or Hearst; badly exposed film; and unidentified banquets, car accidents, and meetings. "Wire service"

reports were, for the most part, not produced locally, and since other archives have extensive wire service and newsreel holdings the Society does not wish to duplicate them. The project archivist disposed of footage which was so badly exposed as to be unviewable (Appraisal Criterion No. 6), and segments which were unidentifiable repeated types, such as banquets and traffic accidents (Appraisal Criteria Nos. 2 & 3). By project end 272,603 feet of WISC-TV (CBS) footage had been appraised and compiled, with 11,081 feet (4%) weeded. This figure might have been larger had the project not chosen to err on the side of retaining footage. In each case, film was discarded only after having been organized, inspected, and viewed with worksheets completed (Appendix E.1.) indicating the footage and type of film discarded. Due to the number of steps, the expertise needed for appraisal, and the insignificant gain from physical disposal, SHSW found this practice to be inefficient and will not continue it.

After a great deal of work, and only after the segments had been completely cataloged, was it possible to bring together a multi-station sample of segments for comparison. Even when dated material existed, a significant amount of overlap in stories reported by all stations was not found. (See Appendix G: Appraisal and Processing Concurrent TV Newsfilm Collections.) By examining the sample's entries which compare ten stories covered by two or more stations, several observations can be made. Only 4 out of 10 stories were covered by all three stations. Because the segments were each described separately and at different times, the descriptions vary somewhat. There is definitely a mix of sound and silent -- sometimes within the same segment -- which would allow for appraisal following Appraisal Criterion No. 7 in the Guidelines. For instance, it would seem likely that one segment of the opening of the First Wisconsin National Bank of West Towne would be sufficient documentation of the event. In the absence of any mitigating factors, the WKOW segment which has sound could be considered the most useful. In the story about Muhammed Ali, the form headings indicate that while in town Ali gave a speech on the University of Wisconsin campus, but was also interviewed and held a press conference. Of the 5 segments on the story, the one that is in negative and is silent seems the most likely to weed (Appraisal Criterion No. 7), but, in this case, none of the descriptions is sufficiently detailed to base an appraisal decision on written description alone. This confirms the necessity of simultaneous viewing for multi-station appraisal to be practiced at the level of comparative coverage of individual stories.

USE OF FORM HEADINGS

Instead of physical removal, the project turned to form headings as a strategy for efficient appraisal by keeping film in place but giving it only minimal description. The final version of the Form Headings Definitions (See Appendix B, pages 13–14.) has defined scope notes and includes twenty–seven entries. These were adopted to describe standard means of communication or repeated events with a standardized method of media coverage. Although based on terms from Moving Image Materials: Genre Forms by Martha Yee (Library of Congress, 1988) the list includes some additional terms as well as some more specific definitions. In two instances, these terms might logically be found on a topical subject list (i.e. "house fires" and "traffic accident reports"). They are included on the form heading list because the coverage was a stylized and predictable form of communication.

Project records show 551 instances (of 11,437) in which fourteen of the headings were used without further description for material which was unidentified, insignificant, or of less than the average segment length. In retrospect, the staff were not rigorous enough in the application of form headings for appraisal purposes. In reviewing the descriptions there are many more segments where a form heading would have been sufficient as a "place holder."

Since it took quite some time to develop the critical judgment to apply form headings as an appraisal mechanism in lieu of physical removal of insignificant footage, this strategy was not implemented until 20 months into the grant. If the project had re–defined the minimal description statement (See Database Construction: Narrative Decisions), or if the segment length had been the determining factor, far more of the collection might have been categorized using form headings only. The determination of what is "insignificant" can be very subjective and time consuming. The form heading strategy can speed up the appraisal process, but reduce irrevocability.

In the future, the Society will assign form headings during the first inspection phase. This will necessitate adding an element to the Film Condition and Assembly Worksheet to record that information. This greater reliance on form headings should allow staff to concentrate on certain categories only for further description. For instance, features (newsfilm) and news categories might take precedence over meetings, press conferences and studio interviews.

Assigning at least one form heading to each of the 11,206 segments provided one means for analyzing the news coverage. In this four–year sample, 36.44% of the segments were interview situations (on–site interviews, studio interviews or man on the street interviews). Another 10.46% were press conferences; meetings, banquets and award ceremonies comprised an additional 10.69%. Most of these genre categories have very little backgound or secondary action which warrants description.

The following two charts summarize the project findings based on an analysis of the Form Index.

INCIDENCE OF USE OF FORM HEADINGS FOR MINIMAL DESCRIPTION

	WKOW	WISC
Awards ceremonies	23	01
Banquets	43	02
Graduation ceremonies	06	
Groundbreakings	07	
Hearings	32	04
House fires	52	05
Judicial proceedings	06	
Meetings	233	12
On-site interviews	02	01
Panel discussions	02	
Press conferences	09	
Speeches	16	
Traffic accident reports	80	02
Unknown	02	
TOTAL (551)	524	027

This chart indicates that although the WKOW collection was in far better chronological order there was less information about the film and the project staff used form headings alone to a greater degree than in the WISC collection which had additional finding aids and more information noted on slugs.

ANALYSIS OF 11,437 FORM HEADINGS ASSIGNED TO 11,206 SEGMENTS

On-site interviews	3726	32.58%
Features (newsfilm)	1904	16.65%
News	1501	13.12%
Press conferences	1196	10.46%
Meetings	867	07.58%
Studio interviews	350	03.06%
Speeches	322	02.82%
Hearings	283	02.47%
Banquets	191	01.67%
0Awards ceremonies	165	01.44%
Traffic accident reports	138	01.21%
House fires	114	01.00%
Political announcements	113	00.99%
Man on the street interviews	91	00.80%
Openings	70	00.61%
Graduation ceremonies	56	00.49%
Public announcements	55	00.48%
Sports	53	00.46%
Candidacy announcements	52	00.45%
Wire service	46	00.40%
Groundbreakings	32	00.28%
Judicial proceedings	29	00.25%
Unknown	25	00.22%
Promotional materials	23	00.20%
Special reports	13	00.11%
Panel discussions	11	00.10%
Celebrity visits	11	00.10%

DATABASE CONSTRUCTION: MARC Format

One goal of the project was to describe the newsfilm in a database compatible with the MARC-VM format. Because this was one of the first attempts at using MARC-VM for cataloging and describing newsfilm, project staff consulted the available literature. MARC For Archival Visual Materials: A Compendium of Practice, compiled by Linda J. Evans and Maureen O'Brien Will (Chicago Historical Society, 1988); Archival Moving Image Materials: A Cataloging Manual, compiled by Wendy White-Hensen (Motion Picture, Broadcasting and Recorded Sound Division, Library of Congress, 1984); as well as the accepted standard Anglo-American Cataloging Rules, 2nd edition (American library Association, 1978) were consulted, and records for cataloged newsreels and home movies were reviewed as models.

In the first year, staff decided to retain the original collection order insofar as possible and to use the can or compiled roll of film as the basic descriptive unit. Treating each segment within a roll as a discrete cataloging record was considered but rejected because it would have created an extremely large and redundant database, and because it would have lost the context provided to each segment description by the other segments on the same roll. Retaining the original order also allowed for whole rolls/cans to be tracked for administrative purposes, maintained the original numbering systems used by the stations, and allowed for continued use of station-created finding aids that referred to roll numbers.

Each cataloging record has two parts: roll-specific information and segment specific details. (See Appendix E.2: Early Wisconsin Television Newsfilm Condition and Content Record which records the roll level/General Physical Description and the Segment Level Descriptions.) The decision to catalog the roll rather than the segment created some difficulty in maintaining compatibility with the MARC-VM format, however. (An April 1991 discussion paper prepared by the UCLA Film and Television Archive deals at length with the segment/roll problems of MARC cataloging of newsfilm.) Project staff devised a database record structure using standard MARC fields in most cases but entering numerous 900 fields in each record containing individual segment descriptions. (See Appendix E.4. for the Full MARC/Television Newsfilm Record.) During this phase of work, staff considered the future possibility of loading the database into a standard MARC-based system, and they planned for mapping all locally devised fields into a commonly-accepted home within the MARC format. For instance, the 900 fields describing segments could be mapped into a 500 or 505 field content note; index terms associated with specific segments could drop the segment citation.

At the request of Greg Lukow of the National Center for Film and Video Preservation at the American Film Institute, Mary Carbine, NAMID project coordinator for the Wisconsin Center for Film and Theater Research who worked with project staff on this phase of the work, presented the SHSW Prototype Newsfilm Record Structure for discussion at the October 1989 F/TAAC Conference in Miami. Project staff continued to communicate with those concerned with establishing standards for newsfilm description.

Since 1989 an additional data element has been applied to each index term indicating whether

the person, organization, place, or topic is actually shown on the film or merely discussed. (See Appendix E.3: Subject Access Terms which indicate [y]es shown or [n]ot shown.) For instance, a studio interview with Senator William Proxmire about Nelson Rockefeller's chances for election to the presidency is merely about Rockefeller and about "Presidential elections" but shows Proxmire. On the other hand, a film clip of Rockefeller arriving at the airport, shaking hands and speaking to a dinner meeting shows both Rockefeller and the topical concept of "Presidential elections." It was felt that the researcher's desire to use film as opposed to printed sources was primarily motivated by interest in what is shown, not informational content alone. This "shown" factor is noted in the Name and Subject Index in the Descriptive Guide (see Appendix B, page 17.) with an asterisk. In all, the index for the two years includes 5156 citations. Of those, 3432 (66.5%) are shown and 1724 (33.4%) are not. There are many headings such as "Defense budgets" and "Taxation" where you would never expect to see the subject, but there are equally as many where the findings of the image content were unexpected. For instance, only in 2 instances out of 10 are "Farms and farming" shown; fewer than half of the segments under "Anti-war demonstrations" and "Strikes and lockouts" actually depict the situation.

DATABASE CONSTRUCTION: Index Terms

Other cataloging decisions focused on the source of index term vocabulary. Segments were indexed by proper names and by topic. One obvious decision was to rely on the Library of Congress Name Authority File and AACR2 rules as guides to proper name entry. Because these authorities dominate automated access systems (particularly MARC format systems) among information institutions, future sharing of the newsfilm data will be facilitated by this choice. A more difficult decision was the source of topical index terms. There is less consensus and little relevant practical experience among catalogers of visual materials. Discussions with project advisory committee members revealed both satisfactory and unsatisfactory experience for the same sources for varying kinds of materials. No consensus exists on which source is most likely to be the choice for shared data.

The project conclusion in this area was therefore determined by three main factors. The first was the knowledge that users of the newsfilm index could also be people using the SHSW Visual and Sound Archives, people also using the index terms which provide access to its other holdings. These terms come from a system containing many terms from both the Library of Congress Thesaurus of Graphic Materials and Library of Congress Subject Headings, which has been adapted to in-house requirements. The second factor was the necessity of keeping assignment of subject terms quick and simple. The third, and most significant factor, was the lack of descriptive detail in the segments being indexed; even after viewing it was frequently difficult to be precise in describing the subject of a segment. Moreover, detailed topical headings tended to disassociate related segments in the index while briefer, more general topical terms brought related segments together.

By this reasoning, staff concluded to use the in-house list from the Visual and Sound Archives catalog as the first source of topical headings. When no appropriate term appeared on that list, staff turned first to Library of Congress Thesaurus of Graphic Materials (LCTGM) and in a few

instances to Library of Congress Subject Headings (LCSH). In each case, the database includes the source of the index term. (See Appendix E.4, page 3.) In this way, subject headings could be loaded into a shared database in the appropriate index fields with a subfield 2 indicating the source of the term.

DATABASE CONSTRUCTION: Narrative Descriptions

A third area of descriptive decision-making was the extent and content of the narrative segment descriptions. At the project's initiation, staff prepared extensive narratives noting participants, topics and background scenes when visible. The final narratives are much more modest due to two factors: the time and labor required by such extensive descriptions, and the inability to positively identify participants, topics and background when such information did not accompany the film on "slugs" or station finding aids.

To speed description, the Form Headings (Appendix B, pages 13-14.) were used to label stories by type of coverage. This increased the rate of description so that it took 30-45 minutes to fully catalog each 1200 foot roll and 15-20 minutes for data entry. The appraisal strategy followed by the project archivist established a hierarchy of significance which helped determine how detailed the description should be. The following guidelines were applied:

1) minimal description: the segments were not identified, usually only dated by year and so received a form heading designation and a footage count to place it on a roll;

2) standard description (by far the largest category): routine repeated events were covered by the form headings list and available information concerning place, name or organization and date was transcribed, but without further description;

3) extended description: this coverage was deemed to be either unique or significant, and was well described, sometimes including verbatim quotes or a detailed description of locale. It was especially applied in the Vietnam Archives collection for events such as the "Dow Chemical Demonstrations" and the University of Wisconsin Sterling Hall bombing, since much of the information was transcribed from the "shot logs" created by the producers of The War at Home. Other events in time periods other than the two years indexed, such as the 1957 Ed Gein case in Plainfield, Wisconsin (later immortalized by Alfred Hitchcock in Psycho) which drew national attention to murder, necrophilia and cannibalism in rural Wisconsin; all footage of Frank Lloyd Wright, world-renowned Wisconsin architect; and the "Triangle Project" which had a far reaching impact on Madison urban development--fit this category.

A major problem was adequacy of description when station-supplied information was lacking. At times lack of such information led to longer narratives as the cataloger tended to go into more detail on what was shown. The viewer's familiarity with local events of the period was important in identifying people and topics, and when this was inadequate, identification was seldom

possible. Attempts to find parallel newspaper coverage of events failed due to a lack of exact dates on much of the footage; but even when dates were present, parallel coverage often did not occur. Silent and/or negative film complicated identifications and the fragmentary nature of the coverage complicated description. For instance, William Proxmire at a podium in one segment may be a press conference; Proxmire at a podium in another segment later on the roll may or may not be the same occasion. A crowd of students chanting and marching may or may not be an anti-war demonstration. Though most events seem to have occurred in Madison, enough coverage of other localities was present so that one could not assume Madison locales. This descriptive uncertainty translated into difficulty in assigning topical subject terms; individuals sometimes are noted by surname only and organizations without the local chapter specified. It should be noted too that proper name description was complicated by the need to transcribe names from oral rather than written sources. Here, too, the viewer's historical background and familiarity with the locality and time period was crucial.

SOFTWARE

The project selected the PC-based software Minaret (version 1.51) from Cactus Software, Inc. in the spring of 1990. It was the only PC-level database package which supported the MARC format for visual materials and also was a low-cost choice which provided very flexible database design options and methods of data entry. Data entry began in earnest during fall, 1990. The data entry technician scheduled to start in the 4th quarter was not hired and those tasks were assumed by part-time student staff.

A major deficiency in the Minaret software soon appeared. Staff was disappointed to discover that software designed to support the MARC format does not accomplish that goal in certain areas. The most disruptive example of this was Minaret's method of building and using authority files in data entry. When a term is added to an index field, Minaret checks the authority file for the field and displays terms with the same initial characters. Authority control is maintained and data entry speeded by typing the first few keystrokes and then selecting the term from those displayed. If the term does not yet appear in the authority file, it is added automatically when typed in the database. Each data element is matched to an authority for that element. Each data element is equivalent to a subfield in the MARC format. The project staff soon discovered that the window method of data entry operates one subfield at a time; subfields linked within an authority record are retrieved separately when completing data fields. In other words when "Johnson" is typed and the window pops up which includes Lyndon B. Johnson and this term is chosen, Lyndon B. Johnson is selected exactly. However, we do not get "$q(Lyndon Baines), $d1908-1973" nor any clue that a different form of the name exists in other subfields within the authority record. The same situation occurs with corporate terms which include a subfield a and b and with subjects which include a subfield x. Similarly the terms which go into separate subfields during data entry are added to the authority file separately. The first time "$aUnited States. $bDept. of Education" is entered, one authority record is created for each subfield with no indication that the two belong together. This necessitates separate authority creation or periodic clean-up if the file is to be maintained as an authority.

At first discovery, it was felt that staff must be misusing the software but extensive conversations with Cactus Software, Inc. affirmed that it was functioning as designed. In effect, this cancels the value of the authority/data connection whenever two subfields need to be linked within a field, a situation which occurs often in the MARC format. Instead of being able to rely on the window method of entry once a controlled term has been added to the authority file, it is necessary to verify each term in the authority file each time the term is used. This makes data sheet preparation more time consuming, adds the necessity of either authority clean-up or separate authority creation, and increases the possibility of erroneous entry, thereby increasing the amount of data correction needed. Though in general the software worked well, this one area was a significant impediment to productivity.

Though Minaret supports on-line access, this project from its inception aimed at a printed descriptive product. This final product, Madison, Wisconsin, Television Newsfilm 1968-1972:

A Descriptive Guide and Index to the Holdings at the State Historical Society of Wisconsin, was produced using a combination of Minaret macros capable of extracting data and labeling it for later manipulation, and WordPerfect macros which did the manipulation producing the various parts of the guide. The database exists in its MARC compatible format within the Minaret software and is available for adding to larger MARC based systems should this be desired in the future.

INFORMATION SHARING

Throughout the duration of the project the staff consulted and shared reports with the Advisory Committee consisting of:

Steve Davidson, Director, Louis Wolfson II Media History Center,Inc., Miami-Dade Public Library, Miami, Florida

Dan Den Bleyker, Audio-Visual Records Curator, Mississippi Department of Archives and History, Jackson, Mississippi

Maxine Fleckner Ducey, Film Archivist, Wisconsin Center for Film and Theater Research, Madison, Wisconsin

Margaret Tint, Film Cataloger, Oregon Historical Society, Portland, Oregon

Helene Whitson, Special Collections Librarian/Archivist, J. Paul Leonard Library, San Francisco State University, San Francisco, California

Gerry Yeager, Head of Special Collections, Langsdale Library, University of Baltimore, Baltimore, Maryland

Their comments in reference to the November 14, 1990 Interim Narrative Report are attached. (See Appendix H.)

The project archivist attended the Film & Television Archives Advisory Committee (F/TAAC) meeting in Ottawa (October, 1988) soon after the project started in order to meet with the advisory committee. The following year, Wisconsin Center for Film and Theater Research archivist Maxine Fleckner Ducey and NAMID project coordinator Mary Carbine presented the SHSW Prototype Newsfilm Record Structure on behalf of the project for discussion at the October, 1989 F/TAAC Conference in Miami. Project director George A. Talbot had discussed the record structure immediately before at the 1989 Society of American Archivists (SAA) meeting in St. Louis. In addition, updated reports were sent to Greg Lukow, National Center for Film and Video Preservation, for distribution at the Portland, Oregon F/TAAC meeting in Fall, 1990 and to the NAMID Standards Committee meeting in Los Angeles, January, 1991.

There have been frequent requests for the preliminary appraisal guidelines and project findings. Historical societies in Minnesota, Nebraska and North Dakota, and Washington, and the Alabama State Archives requested data on appraisal and organizing newsfilm. Subsequently, Bonnie Wilson of the Minnesota Historical Society incorporated commentary in her session to the Fall, 1990 Midwest Archives Conference (MAC) at Des Moines, Iowa on the "Appraisal and Description of Moving Image Collections." Project co-director Karen Baumann noted the project's "stretching" of the MARC format in a presentation at the same meeting.

RESULTS AND CONCLUSIONS: Project Results

The original plan for the two-year project called for the SHSW to process all newsfilm from 1955-1972, estimated to total 792,600 feet of film. Despite cutting the time coverage of the project two times, far more feet of film have been handled than was called for in the original estimate. By project end 934,522 feet had been inspected and repaired, of which 350,273 feet had also been compiled into rolls. Of this total, 702,372 feet dates from 1968-1972 and has been described and partially indexed. Original estimates suggested 13,000 segments for the entire eighteen years, 1955-1972. The project came close to that number for just the four-year period 1968-1972, describing 11,206 segments.

Four collections of film were examined and treated to varying degrees:

> WISC is described for the period 1968-1972 (221 cans/records equaling 272,603 feet--all of which needed to be compiled--containing 3706 segments). It is indexed for name and subject for 1968 and 1969 (89 cans/records equaling 50,141 feet containing 671 segments). In addition 5,860 additional feet of film from 1963-1967 was inspected, repaired and cleaned, and 2,260 feet of that described, but not entered into the database.
>
> WKOW is described for the period 1968-1972 (724 cans/records equaling 281,172 feet containing 6574 segments). It is indexed for name and subject for 1968 and 1969 (220 cans/records with 89,909 feet containing 1795 segments). In addition, 126,000 feet from the earliest years (1955-1967) and 75,200 feet from the later period (1973-1981) was inspected, repaired and cleaned. Of that, 48,800 feet from the earliest years has been described, but does not appear in the database.
>
> WMTV was inspected, repaired and cleaned for the period 1955-1972 (113,859 feet of film [81% of the total] of which 77,670 was also compiled). Of that, 34,226 feet is also described but not entered in the database.
>
> The VIETNAM ARCHIVES is completely described and indexed (78 cans of compiled rolls equaling 59,828 feet containing 926 segments).

The record structure was designed to be compatible with MARC and NAMID databases and was implemented. The database exists on the Minaret software and can be added to or loaded into other systems. Using the database, a printed guide was produced titled Madison, Wisconsin, Television Newsfilm 1968-1972: A Descriptive Guide and Index to the Holdings at the State Historical Society of Wisconsin. This is a 700-page document including an introduction; segment descriptions for the Vietnam Archives, WISC, and WKOW (1968-1972); the form index preceded by a glossary of definitions for the twenty-seven form headings used; an integrated alphabetical index to proper names and subjects for the Vietnam Archives and stations WISC and WKOW (1968-1969). In addition, collection level descriptions for each station and the Vietnam Archives were entered into the Research Libraries Information Network (RLIN). (See Appendix I.)

The form heading list presenting the project's definitions of genre terms as they relate to newsfilm constitutes a valuable development in processing and appraisal. Use of the form headings allows physical retention of footage while avoiding labor-intensive descriptive efforts. More significantly the headings provide a vocabulary and a tool for analyzing and appraising newsfilm for its significance beyond simple illustration.

RESULTS AND CONCLUSIONS: Ongoing and Future Work

While the Society does not employ full-time staff to work with newsfilm, the Visual and Sound Archives will continue to assign part-time student staff to inspect and repair footage following the guidelines established in the first few months of the project. Considering the quantity of footage remaining, the emphasis will be on physical repair and compilation of rolls to facilitate viewing with the possibility of a truncated cataloging format emphasizing the use of the form headings. The Society cannot afford the continued detailed descriptive narrative cataloging and indexing on a segment-by-segment basis as part of our day-to-day operations. The costs far exceed the current demonstrated patron use, most of which is still from the stations themselves. In the future, the staff is unlikely to continue describing traffic accidents or fires, nor is it deemed worthwhile to include a description such as "William Dyke speaking at a banquet," as there are 108 other segments during a four-year period in which Mayor Dyke appears. Staff will continue to maintain detailed statistics on the use of the guide and analyze requests for newsfilm before adding further to the database.

The Visual and Sound Archives has a long-standing tradition of developing systems to organize, classify and topically arrange pictorial material which eliminate the need for item-by-item cataloging. The Iconographic Collections are established with self-indexing files to facilitate arrangement including a topically-arranged subject file encompassing over 670 classifications of material. Other cataloging is done collectively. Segment level narrative description of unedited newsfilm runs counter to these practices. While it is not advisable to re-arrange original newsfilm segments into such files, other methods are possible to re-group like material either physically or intellectually across the three stations' collections.

Allowing the producers of the War at Home to physically re-assemble a special collection of newsfilm from the three stations holdings means that the archives now has a smaller, well-organized amount of newsfilm which commands a national audience. While it is unlikely that the archives would allow such a project to proceed the same way in the future, that is, extracting footage from the three stations and compiling an entirely new collection, there are other options. Footage could be sampled and re-assembled onto videotape on recurring topics of interest. In some cases, the staff might identify areas of general interest: e.g. all footage including architect Frank Lloyd Wright; interstate highway construction and travel; or career profiles of local personalities. In other cases, reference use will indicate areas of concern. As researchers view newsfilm and identify material for copying, Society staff could take advantage of this work to create reference videos containing numerous segments; these grouped segments could then be cataloged and indexed collectively.

The Society has never considered a wholesale transfer of newsfilm to video because the Visual and Sound Archives has five Steenbeck film editors available to staff and patrons which allows the

viewing of original film under optimum conditions. In addition to being extremely expensive and adding to the already crowded storage conditions, copying all the newsfilm onto another non-archival and less stable format cannot be justified. However, staff has selectively copied material to facilitate reference access by subject and will continue to do so. For example, a videotape profile of Earth Day organizer, former governor and U.S. senator Gaylord Nelson brought together footage from several sources. A videotape was generated which brings together all the segments identified in Appendix G: Appraisal and Processing Concurrent TV Newsfilm Collections (WISC, WKOW, WMTV segment comparison).

RESULTS AND CONCLUSIONS: Conclusions

This project was marked by difficulties in estimating quantities, both in the volume of local television newsfilm held by the Society and the amount of time it would take to examine and describe it adequately. It took three times as long as predicted to inspect and repair footage, but only 1/3 the time for data entry. The total hours expended during the project exceeded the original estimate by 30%. Additional time was spent well beyond this 10,338- hour figure to prepare the guide for printing and to generate the final report, using staff and volunteer hours. Clearly, the cost of processing unedited newsfilm is extremely high.

Despite the extensive investment of time in describing the film in this project, staff was frequently unable to identify the people or events on the film. The project concludes that to be successful, description is dependent on the existence of station-supplied information. Unless there are detailed finding aids from the stations, any serious cataloging effort will be hindered by insufficient data. Employing local residents or informants knowledgeable in relevant subject areas could aid successful description. The work the Catalyst Films/Madison Productions staff did during 1976-1980 prior to the production of The War at Home supplied extensive content descriptions which supplemented the finding aids provided by the stations. Given the bulk of newsfilm in existence, this amount of effort for each subject or geographical area is impractical. The presence of verified station-supplied content information for a project of this depth is a crucial factor.

The foremost conclusion reached by project staff is that the content of the bulk of the local newsfilm in our holdings is not worthy of the expense of preserving and making it accessible in the labor intensive manner initially employed by this project. A system which catalogs and indexes all footage equally fails to recognize that within every newsfilm collection is a great quantity of mediocre, routine coverage. An even more stringent limiting of narrative description to certain genre forms would have streamlined and improved the project. A greater recognition that newsfilm is only one source among many and that primarily verbal events, such as press conferences, may be better documented in newspaper or other more accessible research sources would have helped focus the project goals. It is the job of an archive to preserve the footage in the best way possible, but the archives must also recognize that some footage deserves more attention, time, effort and money than other. Without analysis and appraisal of the significance of the footage, cataloging and/or duplicating entire collections is inappropriate. As a special subject collection, the footage in the Vietnam Archives was worthy of attention in its entirety and is now completely described and indexed. Other archives might consider whether they can identify important episodes or time periods documented

in their holdings and emphasize description of that body of material over the mundane, repetitious record. The archival community needs to ask who wants the visual source (as opposed to more accessible and less fragmentary sources of textual information) before investing in segment-level cataloging for the miles of local television newsfilm in existence. Routine news of a community, even if a state capital and a major educational center, cannot justify the cost of wholesale preservation and description.

PROJECT PERSONNEL

Project Director: (October, 1988 to June, 1990)

George A. Talbot, Curator, Visual & Sound Archives	870 hours

Project Co-Directors: (July, 1990 to April, 1991)

Christine Schelshorn, Archivist Iconographic Collections, Visual & Sound Archives	337 hours
Karen Baumann, Senior Archivist for Automation	488 hours

Project Staff

Jean MacNichol, Project Archivist (100% for 21 months; 80% for 9 months)	4928 hours
Sam Rowe, Film Technician	1340 hours

Film Inspection & Description

5 Student Staff	1330 hours
2 Volunteer Staff	270 hours
1 Summer Intern	400 hours

Construct Database & Indexes

Consultant to acquire & install Minaret software and maintain hardware	20 hours
Consultant to modify software	50 hours
5 Data Entry Student Staff	305 hours

Madison, Wisconsin
TELEVISION NEWSFILM
1968-1972

A Descriptive Guide and Index to the Holdings of the State Historical Society of Wisconsin

THE STATE HISTORICAL SOCIETY OF WISCONSIN
Madison, Wisconsin

BEST COPY AVAILABLE

MADISON, WISCONSIN, TELEVISION NEWSFILM,

1968-1972:

A DESCRIPTIVE GUIDE AND INDEX TO THE HOLDINGS

AT THE STATE HISTORICAL SOCIETY OF WISCONSIN

Project Archivist: Jean MacNichol

Project Directors: George A. Talbot
Christine I. Schelshorn
Karen J. Baumann

The State Historical Society of Wisconsin
816 State Street
Madison, Wisconsin 53706

1991

The State Historical Society of Wisconsin acknowledges support for the Early Wisconsin Television Newsfilm Project from the National Historical Publications and Records Commission.

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INTRODUCTION

BACKGROUND

The State Historical Society of Wisconsin Archives Division includes in its holdings over six million feet of newsfilm from television stations in the state. Included is film from (WSAU (Wausau) and WHA (the University of Wisconsin based PBS affiliate), and extensive footage from Madison's three commercial stations: WISC (the CBS affiliate), WKOW (ABC), and WMTV (NBC). This film dates 1955-1981, covering most of the period when 16mm film was the standard medium of production. Other Wisconsin newsfilm is held by the Neville Public Museum which houses film from three Green Bay stations, and WTMJ in Milwaukee which has its own archives.

Newsfilm such as this often provides the only easily available visual and sound resources for the study of major local events, individuals of both local and national influence, and the appearance of environments since altered. Historians find such film valuable for the information it sought to convey to viewers. Social historians recognize its value in documenting attitudes, values, and cultural themes. Mass communications specialists use it to chart the changes over time in media coverage, techniques, and emphasis. Local newsfilm also can provide direct evidence of the changing patterns of dress, speech, gender roles, and lifestyles.

The holdings represented in this guide constitute a major portion of the TV newsfilm held by the Historical Society. In 1988, the Society received a grant from the National Historical Publications and Records Commission (NHPRC) to fund preservation and descriptive work on the 1955-1972 portion of the WISC, WKOW, and WMTV film in its custody. Also covered was work on a collection of film designated the "Vietnam Archives" consisting of film, 1965-1972, selected from these three stations' holdings plus other sources by the producers of the Vietnam War protest documentary, The War at Home (Catalyst Films, 1979). All of this film is comprised largely of live news footage shot as part of daily news coverage. Not the actual news broadcasts, it is the footage which was produced and then edited with parts only aired. Also present is a small amount of footage distributed by the networks or wire services, occasional promotional or public affairs spots, and a few complete documentaries and edited features.

THIS GUIDE

This guide describes and indexes in part a major portion of the film dealt with under the NHPRC grant. Described is the 1968-1972 footage of two of the stations, WISC and WKOW, and the film constituting the Vietnam Archives. The subject matter covers the entire range of Madison local news and features of this time period as well as coverage of state political and legislative events, the University of Wisconsin, comments on national events by Wisconsin members of Congress, activity generated by local, state, and national election campaigns, and of course public support and opposition to the Vietnam War.

The film described here consists of rolls of varying footage, each containing numerous segments of newsfilm. Segments usually are twenty-five or more feet long and often were preceded by a piece of film leader or of masking tape carrying a brief title or "slug," e.g. "Council meeting 7/21/69." For the WISC and WKOW film, these individual segments were physically compiled into the larger rolls, either by the station before transfer to the archives or by the archives from individual segments grouped into roll-size cans by the station. In some cases, the reason for the grouping is clear, e.g. film shot during one day or week. In other cases, the reason can only be guessed at. Though some of these film segments may be what was broadcast on the evening news, this identification cannot be deduced from clues present now.

The Vietnam Archives also consists of large rolls, each containing numerous film segments. This film was assembled during production of the award-winning documentary, The War at Home, which examined Madison's role in the anti-Vietnam War movement of the 1960s and early 1970s. While making the film, producers Glenn Silber and Barry Brown contributed over 6000 hours identifying footage from the three Madison commercial stations and making lists of the individual segments' slug titles. The film segments they compiled and described in a booklet, "Vietnam Demonstrations and Related Film," is the Vietnam Archives film included in this guide. Descriptions in this guide correct occasional errors made in the booklet and sometimes include additional identifications of individuals shown. The booklet however sometimes includes verbatim excerpts from the footage and also sometimes notes the station which shot the footage. It therefore may be of interest to researchers and is available for use.

USING THE GUIDE

This guide consists of three parts. First and largest are the segment descriptions themselves. Grouped by collection (Vietnam Archives, WISC, or WKOW) and then in order by the roll number, these descriptions note what each segment of film on the roll concerns, its date when known, and the form of coverage, e.g. "Studio interviews" or "Features." Descriptions also note physical features about the segment: its length in feet of film, whether silent or sound (magnetic track or optical), color or black and white, and negative or positive. These segment descriptions cover all film in the Vietnam Archives and all WKOW and WISC film for the years 1968-1972.

The content descriptions were prepared during staff viewing of the film, augmented when possible by the information recorded as film slugs or similar brief identifications from shot log books prepared at the stations. Many segments have only form of coverage indicated with no further description. In these cases, no more specific content information was apparent in the viewing or present in logs or slugs. Roll numbers for the WISC and WKOW film are those used by the stations themselves with the exception of WISC rolls numbered 9001 and above. The Vietnam Archives roll numbers were assigned during the course of this project.

The second part of the guide is a Form Index consisting of a list of all the segments grouped under the form of coverage headings noted in the descriptions, e.g. "Studio interviews."

Citations indicate the segment date and its station and roll and segment number, e.g. WISC 328.12 (station WISC's roll 328, segment 12). This list is intended to assist researchers interested in the footage as examples of certain kinds of media coverage and communication or in topics that may be incidental to the goal of the coverage. The first pages of this section include the list of form headings used and their definitions. The third and final part of this guide is a partial index to names and topics represented in the descriptions. The descriptions of the Vietnam Archives and the 1968 and 1969 WKOW and WISC film have been indexed by both name and subject headings; 1970-1972 WKOW and WISC film is described but not indexed. The index is arranged in one alphabetical sequence. Each entry notes the date of the segment cited and its station and roll and segment number. Some citations include an asterisk (*) before the citation number; this means that the person or topic is not just talked about in the segment but is actually pictured to some degree. For example, a citation with an asterisk under "Elections" may show campaigning or voting activity; a citation without an asterisk may be a studio interview in which possible election results are discussed. Users can turn from the index to the segment descriptions for further details. To view the film itself, researchers should note the station/collection and the roll and segment numbers and seek assistance from the reference staff.

Follette for governor. La Follette states views on Vietnam War.

WKOW 891.2 54'-200', si&mag,b&w,neg
1968 *News*. Eugene McCarthy political rally at Dane County Coliseum.

WKOW 891.3 200'-295', mag,b&w,neg
1968 *Candidacy announcements*. Louis J. Ceci for attorney general.

WKOW 891.4 296'-328', si,b&w,neg
1968/03/16 *Features (Newsfilm)*. Miss Madison Beauty Pageant semi-finals.

WKOW 892.1 0'-67', si,color,pos
1968 *Features (Newsfilm)*. Wisconsin state parks spring clean-up.

WKOW 892.2 67'-106', si,b&w,neg
1968 *Features (Newsfilm)*. Miss Madison Beauty Pageant finals.

WKOW 892.3 106'-169', mag,b&w,neg
1968 *Press conferences*. Secretary of Agriculture Orville Freeman on farmers slaughtering cattle to protest low prices.

WKOW 892.4 169'-278', mag,b&w,neg
1968 *Studio interviews*. Russian emigre Nila Ivanovana Shevko Magidoff on conditions in U.S.S.R. after Stalin.

WKOW 892.5 278'-471', si&mag,b&w,neg
1968 *Press conferences/News*. Richard Nixon campaigning in Madison and press conference on presidential race.

WKOW 893.1 0'-175', si&mag,color,neg
1968 *Candidacy announcements*. Warren Knowles for re-election as governor.

WKOW 893.2 175'-291', si&mag,b&w,neg
1968 *News*. Memorial rally and march up Bascom Hill for Martin Luther King, Jr.

WKOW 893.3 291'-483', si&mag,b&w,neg
1968 *Press conferences/News*. Richard Nixon and Warren Knowles at Executive Residence. Nixon gives press conference on meeting.

WKOW 894.1 0'-358', mag,b&w,neg
1968 *Press conferences*. General Hugh B. Hester on Vietnam War and casualties; he urges pull-out.

WKOW 895.1 0'-450', mag,b&w,neg
1968/04/26 *Press conferences*. Muhammad Ali on black separatism.

WKOW 895.2 450'-475', mag,b&w,neg
1968 *Press conferences*. General Hugh B. Hester on Vietnam War.

WKOW 896.1 0'-23', mag,b&w,neg
1968 *Press conferences*. University of Wisconsin President Fred Harvey Harrington on Chancellor Sewell's resignation.

WKOW 896.2 23'-39', si,b&w,neg
1968/04/03 *News*. Student handing in draft card.

WKOW 896.3 39'-111', si,b&w,neg
1968/05/06 *Features (Newsfilm)*. King Olav of Norway visits Madison.

WKOW 896.4 111'-163', mag,b&w,neg
1968 *On-site interviews*. Warren Knowles' reaction to Nelson Rockefeller announcing his candidacy for president.

WKOW 896.5 163'-374', si&mag,b&w,neg
1968/05/01 *Banquets/Speeches/Studio interviews*. Carl Betz (television actor) speaking at Law Day banquet at Loraine Hotel and being interviewed.

WKOW 896.6 374'-464', si,b&w,neg
1968/04/26 *Speeches*. Muhammed Ali at Stock Pavilion.

WKOW 897.1 0'-141', si&mag,b&w,neg
1968/09 *Hearings*. Stan Davenport (before

FORM HEADINGS DEFINITIONS

The Form Headings listed below have been adopted to describe standard means of communication or repeated events with a quite standardized method of media coverage. Based on terms from Moving Image Materials: Genre Forms by Martha Yee (Library of Congress, 1988), the list includes some additional terms as well as some more specific definitions of terms. The definitions below reflect the terms' application in this project. The Form Index follows these definitions.

Awards ceremonies: Award, plaque, medal, commendation, etc. presented to person(s) in public ceremony.

Banquets: Guests seated at banquet tables, tables set for food service, head table seen or implied. A special occasion, not just a meal.

Candidacy announcements: Person(s) making formal, public announcement of political candidacy or announcing they will not run for office.

Celebrity visits: Well-known "personality" (excluding political figures) arrives and/or departs, scenes at airport, greeting ceremony by mayor or governor, maybe followed by a press conference, presentation of key to the city.

Features (Newsfilm): "Soft" news quality, human interest appeal.

Graduation ceremonies: High school, college, technical college, university, police and fire academies, etc. Shows processions, speakers, diploma presentation, views of audience.

Groundbreakings: Dignitaries posing with shovels or trowels, digging, cornerstone laying.

Hearings: Public proceedings with testimony by citizens, interested individuals, or representatives. Shows official(s) present; people testifying at microphones. Held by municipal, county, state and federal governments as well as school boards and other official bodies.

House fires: Firefighters at scene of house fire or aftermath.

Judicial proceedings: Courtroom proceedings including arraignments, trials, people entering or exiting courtroom, scenes in judges' chambers, State Supreme Court sessions, and swearing-in ceremonies (those taking place in court, such as citizenship ceremonies).

Man on the street interviews: Public opinion poll; people asked topical questions in public settings.

Meetings: People convened for discussion, planning, etc. Includes deliberative sessions of legislative bodies.

News: On the scene reporter giving coverage of news event "as it happens."

On-site interviews: Interview conducted in subject's own surroundings -- office, home, workplace, etc. -- or at the scene of an event.

Openings: Includes grand openings (shopping centers, businesses), formal dedications, ribbon cuttings.

Panel discussions: Group of speakers taking turns addressing gathering (participants usually seated so they face audience); audience may or may not be shown.

Political announcements: Includes political endorsements, political statements. Does not include candidacy announcements.

Press conferences: Includes person(s) addressing the media, making statements or announcements (other than candidacy announcements). Shots of TV and newspaper reporters taking notes, cameras, banks of microphones in front of speakers.

Promotional materials: Can be generated by the stations themselves or by the armed forces, industry, and others to highlight products, career opportunities, or a cause.

Public announcements: Announcements other than those of a political or candidacy nature. Person(s) usually seated facing camera and making direct address.

Special reports: Produced after event(s) for in-depth reporting. Topical; issue oriented.

Speeches: Speaker is addressing a group or gathering which may or may not be shown. Includes portions of speeches and instances of people who appear to be making a speech.

Sports: Includes footage of actual games and practices as well as coaches and others talking about sports.

Studio interviews: Interview conducted in TV studio or anonymous setting.

Traffic accident reports: Vehicle accident reports, shots of damaged vehicle(s), police, ambulance, wreckers, onlookers often on scene.

Unknown: Completely unidentifiable as to participants, events, place and time.

Wire service: Film shot by wire service company (UPI, Hearst, etc.). Story usually national in scope. Many are feature or "soft news" variety.

Banquets (con't)

1971/12
WKOW 1416.3
1972
WISC 7208B.18
WISC 7224.23
WISC 7229.24
WISC 7244.8
WISC 7244.26
1972/01/05
WISC 7201.13
1972/01/17
WKOW 1441.9
1972/02/10
WKOW 1456.7
1972/02/14
WKOW 1457.3
1972/02/22
WISC 7211.2
WKOW 1462.6
1972/02/23
WKOW 1463.1
WKOW 1463.4
1972/03/16
WKOW 1473.6
1972/03/21
WKOW 1475.3
1972/04/04
WKOW 1482.3
1972/04/05
WISC 7220.20
WKOW 1483.9
1972/04/06
WISC 7220.13
1972/04/10
WKOW 1484.5
1972/04/19
WKOW 1488.3
1972/04/26
WKOW 1493.3
1972/04/28
WKOW 1494.3
1972/05/17
WKOW 1502.6
1972/05/19
WKOW 1504.14
1972/05/31
WKOW 1509.6
WKOW 1509.10
1972/06/04
WKOW 1510.3
1972/09
WISC 7243.19
1972/10
WISC 7246.16
1972/10/09
WISC 7246.29
1972/10/18
WKOW 1575.5
1972/11/19
WKOW 1594.9
1972/12
WKOW 1610.14

Candidacy announcements

1968
VNA 27.1
VNA 51.9
VNA 59.4
WISC 301.5
WISC 307.6
WKOW 854.10
WKOW 891.1
WKOW 891.3
WKOW 893.1
WKOW 897.4
1968/02
WKOW 810.3
1968/03
WKOW 817.2
WKOW 817.13
WKOW 818.11
1968/04
WKOW 829.4
1968/05
WKOW 836.8
WKOW 836.11
WKOW 838.10
1968/06
WKOW 844.1
WKOW 844.7
1968/07
WKOW 849.4
WKOW 849.11
WKOW 849.13
1969
WKOW 908.2
1969/01
WKOW 910.13
1969/01/06
WISC 319.3
1969/12/22
WKOW 1366.1
1970
VNA 39.1
VNA 41.8
WISC 505B.1
WISC 7006.14
WISC 7007.3
WISC 7034.10
WKOW 1094.1
WKOW 1094.6
WKOW 1134.8
1970/01/23
WISC 503B.3
1970/04/02
WISC 7003.9
1970/04/07
WISC 7003.14
1970/04/28
WISC 7006.12
1970/05/20
WISC 7008.18
1970/05/22
WISC 7009.3
1970/05/28
WISC 7009.14
1970/07/31
WISC 7017.23
1970/08/14
WISC 7019.16
1970/12/09
WISC 7034.1
1970/12/11
WISC 7034.8
1971
WKOW 1424.4
1972
WKOW 1557.3
WKOW 1557.5
1972/04/29
WISC 506.6
1972/11
WKOW 1580.4

Celebrity visits

1968
WISC 302.10
WISC 303.6
1968/05
WKOW 834.5
1968/10/20
WISC 201.15
1969/06/12

Alfonsi, Paul R. (cont.)
1969, *WKOW 980.4, *WKOW 980.6

Ali, Muhammed
1968, *WISC 9002.4
1968/04, *WKOW 832.4
1968/04/26, *WKOW 895.1
1968/04/26, *WKOW 896.6

Alice in Dairyland
1968, *WISC 302.1
1968, *WKOW 861.8
1968/05, *WKOW 842.1
1969/10/01, *WISC 336.1

Alpha Phi Omega
1969/02, *WKOW 921.4

Ambulances
1969/11, WKOW 1357.3

American Automobile Association (Madison, Wis.)
1968, WKOW 861.11
1969/08, WKOW 970.6

American Breeders Association
1968, *WKOW 854.7

American Cancer Society
1969/09/25, *WISC 333.8

American Civil Liberties Union
1968/04, WKOW 831.11

American Exchange Bank (Madison, Wis.)
1969/06, *WKOW 956.3
1969/06/30, *WISC 311.12

American Field Service
nd, VNA 55.4

American Heritage
1969, WKOW 986.1

American Legion
1969/06, WKOW 954.10
1969/06/20, *WISC 309.5

American Red Cross
c1967, *VNA 66.8
1968/12/18, *WISC 300.5
1969, WKOW 975.1
1969, WKOW 986.4
1969/07/28, *WISC 313.7
1969/08/22, WISC 315.10
1969/09/08, *WISC 334.9
1969/10/22, *WISC 335.5
1969/12/26, *WISC 6902.13

American Veterans of World War II, Korea, and Vietnam
1968, *VNA 27.3

Anchor Savings and Loan (Madison, Wis.)
nd, *VNA 56.9

Ancient Arabic Order of the Nobles of the Mystic Shrine for North America. Zor Temple (Madison, Wis.)
1968/04, *WKOW 828.5
1968/06, *WKOW 843.3
1969, *WKOW 933.8
1969, *WKOW 945.3
1969, *WKOW 974.4
1969, *WKOW 976.7
1969/01, *WKOW 914.11
1969/08, *WISC 315.15
1969/08, *WKOW 975.5
1969/08/22, *WISC 315.11
1969/08/23, *WISC 316.10

Anderson, _____
1968, *WKOW 824.1

Anderson, Norman C.
1968/11, *WKOW 877.5
1969/07/22, *WISC 313.4, *WISC 313.17
1969/11, *WKOW 987.4

Animals
see also Birds; Cattle; Dogs; Elephants; Hogs; Horses; Monkeys; Poultry; Turkeys; Wildlife
1968/01, *WKOW 805.3
1969, *WISC 331.13

Anti-war demonstration
see also Dow Chemical demonstrations
1968, *WISC 9002.7, *WISC 9002.9
1968/03, WKOW 825.8
1969, WISC 9003.2
1969, *WKOW 939.4
1969, *WKOW 984.2
1969/01, *WKOW 909.7

WORK COMPLETED ON NHPRC WISCONSIN TELEVISION NEWSFILM PROJECT 1988-1991

TV Station	1988 est. footage	1991 est. footage	Inspected & Cleaned	Described	Indexed	Compiled	Weeded
WKOW 1955-1967	475,000'	311,200'	126,000'	48,800'	0	N/A	1,178'
WKOW 1968-1972		281,172'	281,172'	281,172'	89,809'*	N/A	0
WKOW 1973-1981	665,000'	558,600'	75,200'	0	0	N/A	0
WISC 1963-1967	116,000'	73,000'	5,860'	2,260'	0	0	0
WISC 1968-1972		272,603'	272,603'	272,603'	50,141'*	272,603'	11,081'
WISC 1973-1983	2,159,000'	2,124,700'	0	0	0	N/A	0
WMTV 1961-1967	140,000'	140,000'	25,090'	25,090'	0	20,470'	1,925'
WMTV 1968-1972			88,769'	9,136'	0	57,200'	0
WMTV 1973-1978	374,000'	374,000'	0	0	0	N/A	0
VNA 1965-1972	61,600'	59,828'	59,828'	59,828'	59,828'	N/A	0
TOTALS	3,990,600'	4,195,103'	934,522'	698,889'	199,778'	350,273'	14,184'

* Full indexing (proper names and subjects) done for WKOW & WISC 1968-1969.

(APPENDIX D: Final Report. State Historical Society of Wisconsin
Appraisal and Processing of Early Wisconsin Television Newsfilm
NHPRC Grant no. 88-115)

Guidelines for Film Inspection, Repair, Identification and Assembly

There are four newsfilm collections in the Early Wisconsin Television Newsfilm Project: WKOW-TV (1955-1972), WISC (c.1964-1972), WMTV (1961-1972) and the Vietnam and Related Demonstrations Archive (1965-1972). Presently, each collection is organized and arranged in its own fashion. WKOW and the Vietnam Archive collections are the most consistent in their form of organization. Much of WKOW is on 400' rolls compiled by the station. Exceptions to this organization are when we have rolls longer than 400' (these rolls were put into 600', 800' or 1200' cans). By and large, the Vietnam Archive material is on 800'-1000' rolls compiled by the War at Home producers. Towards the end of the Vietnam Archive there are a few single cans of film, otherwise the collection is currently stored in blue cardboard boxes, two 800' to 1000' rolls per box.

The other two collections, WMTV and WISC, change their organization and arrangement more than once during the time period we'll process for the project. From 1961 to 1969, WMTV generally used 1600' 16 mm cans (some are 1000' 35 mm cans) with the film in slugged rolls wound on themselves (a few rolls have been put on cores). Later, WMTV switched to compiled rolls and, later still, back to slugged rolls but this time on 50' plastic reels. WMTV is the smallest collection of the four. WISC may be the largest collection, but right now it's hard to estimate its size since this collection also has the least apparent organization. WISC starts out with 1000'-1600' rolls compiled by SHSW staff. Some of this compiled material includes wire service stories (UPI, Hearst Metrotone). Later on, WISC changes to slugged rolls and unlabeled/undated rolls--sometimes on cores or reels, sometimes not, all dumped together in 35 mm cans. No order is apparent here. Futher along, there are cans with rolls on a single subject or topic, i.e., county fairs, recreation or elected officials. There are also documentary programs produced by WISC. Feature material, particularly in the early to mid 1970's, was arranged and stored separately from the "hard news." Hard news segments were first arranged and kept as slugged and dated rolls. Later, the station compiled hard news segments into 1200' rolls with the masking tape slug labels pasted inside the cans.

WKOW: Film Inspection and Repair

All of this station's collection will be in 400' cans (with the exception of a few 600', 800' and 1200' cans). Each roll should have 3' head leader and 2' tail leader. Mark the leader with "WKOW HEADS" and "WKOW TAILS". With white paper tape, tape down the head leader (no tape at all on the tail). There should be little or no need to compile rolls for the WKOW collection.

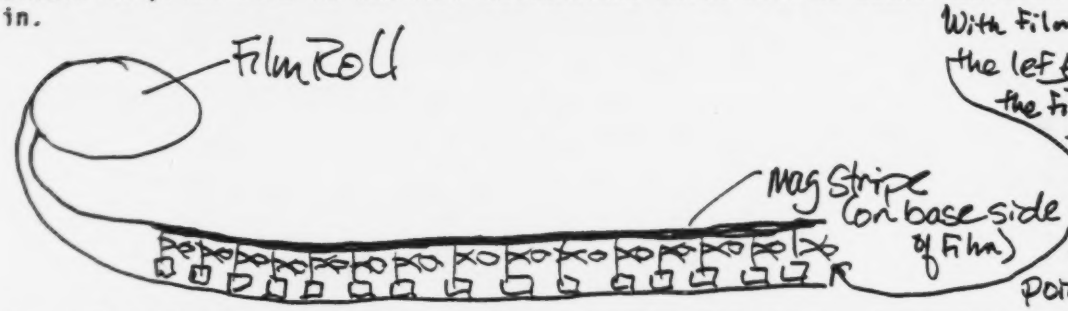
On the hand rewind, check all the splices. Repair any that need it with double tape splices. We won't at this time try to take off the foil stops; it's too time consuming.

Some of the WKOW footage is in tails. "Tails out" films can be inspected from

tail to head and left in heads for me to view. The Catalyst film people (the ones who made the War at Home) usually left a little note in the can saying "Tails Out." The note can be discarded, but any other notes on the contents (and sometimes there are folded scripts) should be left in the can. Film that's heads out before you inspect it can be inspected from head to tail, rewound to heads on the hand rewind so I can view it, then rewound again to heads on the power rewind.

after I've viewed it

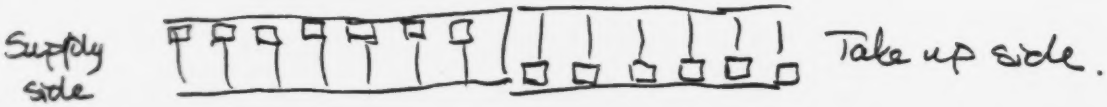
Most of the film (in all four collections) will be camera original or reversal film which will be wound emulsion side out. However, there will be a small amount of print film in the four collections which will be wound emulsion side in.



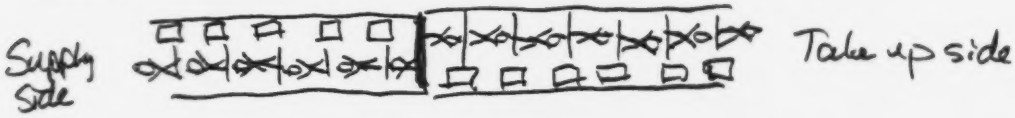
With film coming off the left side of roll, the film is "heads" if the sprocket holes are on the bottom and the top of the image points to the right.

Any yellow double sprocketted leader or exposed film leader (gray leader) needs to be replaced. Sometimes the red leader that WKOW put on was only attached with a single-sided tape splice--the other side needs to be done. Any damaged leader should be replaced. Of course, all the masking tape splices need to be redone. You can leave in any sections of leader (just replace any sections of yellow double sprocketted or exposed film leader with a short strip of the white single sprocketted leader). Check any pieces of internal leader to make sure they have double splices. Sometimes the people at the station taped in sections of film the wrong way:

Mag stripe should be on the back of film.



First, verify the image orientation. Is the image pointing to the right on the take up side (right side) of the splice and pointing to the left on the supply side (left side) of the splice?



If this is the case, the film on the supply side is not only flipped the wrong way (because the windings are different), it's tails out as well.

1) Undo the splice.

2) Remove the the film that's on the take up side.

3) Tape the end of the supply side film to an empty core and wind up this film until you get to another mismatched splice.

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4) Open this splice. You'll now have a segment of film cored up that's inside out.

5) Rewind this film segment with the film coming off the right hand side of the roll:

Now the segment will be correct side (emulsion side) out if it's original or emulsion side in if it's print material), but it's still in tails.

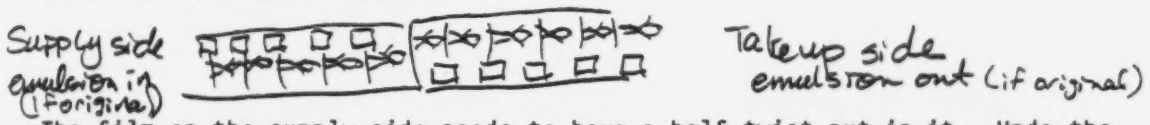
6) Rewind to heads.

7) The film that was originally on the take up side (step 2) can be placed back on the rewind's take up side and the segment you've flipped and switched around can be spliced to it. Make sure the sprocket holes are on the same side and the emulsion layer is towards you (unless it's print film, in which case the emulsion will be away from you).

8) Wind up the film and when you get to the end of the adjusted segment, reattach the rest of the film, making sure the image/sprocket/emulsion orientation is correct.

Usually the mismatched segment is short (20'-50', the length of a take or two), but sometimes the rest of the roll (everything that's on the supply side) needs to be flipped and switched. This is actually easier to deal with since once the segment has been flipped, switched and reattached, the film can be wound up and there isn't another splice to make.

When the film looks like this:



The film on the supply side needs to have a half twist put in it. Undo the splice, put in the half twist and resplice, making sure emulsion side is attached to emulsion side and sprocket holes are on the same side. Wind film until you get to the spot where there's another set of mismatched sprocket holes and take that splice out, straighten out the twist and resplice so that both sets of sprocket holes are on the same side and emulsion side is spliced to emulsion side. As with the first case of mismatched film segments, the mismatch might go on for the rest of the roll--again this is easier to deal with since there's one less splice to make.

When you get a pile of films inspected, repaired and in heads, they can be put on the shelf labeled "Newsfilm cored, inspected, compiled and in heads / Needs to be viewed."

<u>WMTV: Film Inspection</u>

From 1961-1969, much of this newsfilm will be on slugged rolls, usually wound on itself.

1) Put rolls into chronological order (most of the rolls have slugs and dates; those that are undated can go last). Usually there is one month's newsfilm to a can, sometimes there are two cans for one month.

2) Check off rolls against xeroxed slug lists. Some listed rolls may be missing. Write "missing" next to these slug titles on the xeroxed sheet. Number the rolls in order of chronology. Put the clip's number next to the slug title on the xeroxed sheet.

3) On the film condition and assembly worksheet, transfer all the slug information (including the date) to the spaces for the slug title and date. On a new piece of masking tape, transfer all the slug and date information. Peel off the old masking tape slug title and clean the end of the film with Renovex if necessary.

4) Each roll gets a short piece (6") of leader, heads and tails. If there is already some black leader (either on the head or tail or both), put about 3" of white leader on (the sharpie doesn't show up so well on the black leader). Remove any exposed film (gray) leader or damaged leader and replace with new white leader.

5) Core up the rolls on 2" cores.

6) Put rolls into heads out if they aren't already and tape down head leaders with new masking tape with the slug info on it.

7) Film is now ready for viewing. I'll be checking them to see if there are any clips we can dispose of. Those we keep, I will be ordering so clips can be compiled into larger rolls.

WMTV: Assembly

Once I've viewed the cored up rolls, I'll be making decisions about what to retain or dispose and then I'll send back the rolls to you for assembly into compiled rolls.

The film condition and assembly worksheet will also be coming back with the rolls. This sheet will have on it all the slug information you've already transferred from the old masking tape. Underneath the slug information is a space labeled "Retain, Dispose, ~~Retain/No Descrip~~." If I've gotten rid of a segment, "dispose" will be checked, if not, "retain" will be checked. ~~"Retain/No Descrip."~~ will be used if there's newsfilm within a compiled roll that we don't want to keep but clipping it out would be too time consuming (this type of stuation will usually happen with the WKOW film, not as often with WISC and WMTV).

Minimum Descrip

Min. Descrip.

Compile the rolls in the order they're in on the film condition and assembly report. The order should be chronological with any undated rolls at the end. Rolls checked as "dispose" will have been thrown out already. In some cases, I might need to change the order of the rolls as they appear on the film condition and assembly sheet. I'll clearly mark any changes I make on the sheet. Each segment should already have on it a short piece of white leader (heads and tails). Compile rolls with double-sided tape splices. The compiled roll gets a 3' head leader (with "WMTV HEADS" on it) and a 2' tail leader (with "WMTV TAILS"). The head can be paper taped down--no tape on the

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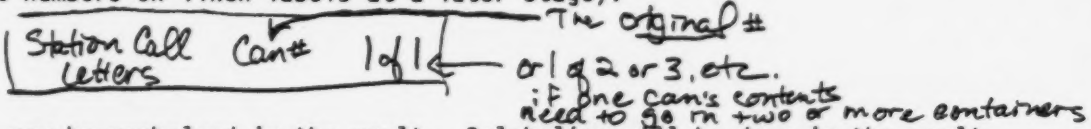
tail.

Now, does the compiled roll fit in the can? We hope so. As the roll is getting bigger when you're compiling it, check the roll size against the can the film was in originally. If the roll's getting too big, a second one needs to be started. Make sure the second roll gets a 3' head leader and 2' tail leader. On the film condition and assembly sheet, draw a line after the segment that's the last on on the first roll so we know where the break was made. The second roll should be put in a can the same size as the first, even though the second roll is probably smaller than the first roll. The consistent can size makes it easier to store the cans together.

Any dented, rusty, damaged or hard to open cans will be replaced at this point. Replacement cans and cans holding the "overflow" of another can will be labeled in this fashion (use new masking tape; cans will be relabeled with permanent numbers on linen labels at a later stage):



Cans can now be reshelved in the vault. Relabeling will be done in the vault as the last step (or one of the last steps) in the processing.

A word about cans and can sizes: WKOW will stay in 400' cans (exceptions to this are when the rolls are a tight squeeze for the 400' cans). WMTV and WISC will be in a combination of 800' and 1200' cans. Original cans will be reused whenever possible. We won't be using any 35 mm. cans to store film. Each film roll will be in a separate can.

WISC: Film Inspection and Assembly

This collection will be similiar to WMTV's in that there are alot of slugged rolls, but they're not so well organized.

Some stuff is already on cores, some stuff is on 50' and 100' plastic or metal reels (we won't keep these reels).

Follow the same steps as for WMTV, with the exception that many times there won't be any slug info. Some rolls will have exact dates, many will have just the year, some won't have any date at all. Don't try to put slug info on the film condition and assembly worksheets (there would be too many gaps). On each roll (on a new piece of masking tape) arbitrarily number the rolls 1, 2, 3, etc. With each can, start over with this arbitrary numbering system. Write on the new masking tape any slug info and/or date, and, most importantly--also write "WISC" and the number of the can the roll came out of. I will be using the arbitrary numbers to label the clips so I can tell you the order they need to be put into for the compiled rolls. After I've viewed the rolls, I'll give you back the clips with a film condition and assembly worksheet. The clips will be on the sheet in the numerical order you gave them in the "seg #" spot. Next to each "seg #" I will write in the placement the clips are to have on the compiled rolls. For instance, next to "seg #1" I might write a "3" which means that the clip labeled #1 will actually be the 3rd clip on the compiled roll (the numbers you give the clips will be an easy way of identifying the clip).

Compiled rolls will get a 3' head leader and 2' tail leader. On the head and tail leader, write "WISC Heads" and "WISC Tails." Tape down the head leader with paper tape. There's no need to put anything on the paper tape; no tape on the tail leader.

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(APPENDIX E.1, page 1: Final Report. State Historical Society of Wisconsin
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NHPRC Grant no. 88-115)

DATE INSPECTED (YR + MO) 198909 CLEANED 10/27/89

FILM CONDITION AND ASSEMBLY WORKSHEET

COLLECTION & SERIES WKOW CAN/ROLL #_____ (WORKING # 896)

(ORIGINAL/SOURCE # 1968 Scrap #10 DATE(S) ON CAN/ROLL 1968

CONDITION CODES

A-SOUND TRACK DAMAGE	__	F-FADED COLOR	__	K-EMULSION DAMAGE	__
B-CREASES	__	G-STAINED	__	L-TWIST	__
C-BRITTLENESS	__	H-CURL	__	M-FLUTING	__
D-DAMAGED SPROCKET HOLES	__	I-BUCKLING	__	N-OTHER	__
E-SCRATCHED	__	J-SHRINKAGE	__		

PHYSICAL ASPECT CODES ROLL LENGTH 464'

1) COLOR/B&W 2) SOUND TYPE 3) POLARITY 4) DETERIORATION

B&W	b	SI	ɤ	POS	a	NONE	a
COLOR	c	OPT	a	NEG	b	ODOR	k
MIXED	m	MAG	b	MIXED	m	ADVANCED	l
N/A	n	OPT&MAG	g	N/A	n	DISASTER	m
		SI&OPT	s				
		SI&MAG	m				
		SI,OPT&MAG	t				

SEG# F. #ARRIVGTON-OM S

FT CT: 0-23 FWFLL'S Resignation

DATE 1968

CONDITION CODES PHYS. ASPECT CODES b b b a (1 2 3 4)

RETAIN___ DISPOSE___ MINIMUM DESCRIP.___

SEG# DRAFT BOARD HEAD-IN

FT CT: 23-39

DATE 1968 04 03

CONDITION CODES PHYS. ASPECT CODES b b b a (1 2 3 4)

RETAIN___ DISPOSE___ MINIMUM DESCRIP.___

SEG# KIUG OLAV IN MADI

FT CT 39-44 SOR

DATE 1968 05 06

CONDITION CODES PHYS. ASPECT CODES b b b a (1 2 3 4)

RETAIN___ DISPOSE___ MINIMUM DESCRIP.___

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COLLECTION & SERIES 13 CAN/ROLL # _____ (WORKING # 896)

(ORIGINAL/SOURCE # 1968 Scrap #10 DATE(S) ON CAN/ROLL _____

SEG# INT: KNOWLES REACTION

FT CT: 111-163 ROCK AND DA CU

DATE 1968

CONDITION CODES _____ PHYS. ASPECT CODES b b b a (1 2 3 4)

RETAIN___ DISPOSE___ MINIMUM DESCRIP.___

SEG# CHARLES BETZ SPEAKING

FT CT: 163-314 GAT. LAW DAY + INT.

DATE 1968 05 01

CONDITION CODES _____ PHYS. ASPECT CODES b m b a (1 2 3 4)

RETAIN___ DISPOSE___ MINIMUM DESCRIP.___

SEG# MUHAMMED ALI ATTS

FT CT: 314-464 TOCK DAVICION

DATE 1968 04 26

CONDITION CODES _____ PHYS. ASPECT CODES b b b a (1 2 3 4)

RETAIN___ DISPOSE___ MINIMUM DESCRIP.___

SEG#___

FT CT: ___-___

DATE

CONDITION CODES _____ PHYS. ASPECT CODES _____ (1 2 3 4)

RETAIN___ DISPOSE___ MINIMUM DESCRIP.___

SEG#___

FT CT: ___-___

DATE

CONDITION CODES _____ PHYS. ASPECT CODES _____ (1 2 3 4)

RETAIN___ DISPOSE___ MINIMUM DESCRIP.___

(APPENDIX E.2, page 1: Final Report. State Historical Society of Wisconsin. Appraisal and Processing of Early Wisconsin Television Newsfilm. NHPRC Grant no. 88-115)

EARLY WISCONSIN TELEVISION NEWSFILM CONDITION AND CONTENT RECORD

DATE ENTERED: ____ BY: LAM cKOW 90-0000 76 CLEANED: ____

COLLECTION/SERIES: WKOW — CAN/CALL #: ____ [WORKING #: 896

TV STATION: WKOW-TV DATE(S): 1968

PROGRAM TITLE (IF ANY): ____ GENRE: News, Feat

EXTENT: 464 FT. ROLL LEVEL--GENERAL PHYSICAL DESCRIPTION

SOUND: (SI) MAG OPT

PHYSICAL CHARACTERISTICS (CIRCLE APPLICABLE): B&W/COLOR: (B&W) COLOR

POS/NEG: POS (NEG)

INSPECTION DATE: 1989/09 INSPECTED BY: CM DETERIORATION STAGE: none

ROLL CONDITION: ____

NOTES AREA

MISC NOTE: ____ SEG #: ____

RELATED HOLDINGS: ITEM(S): ____

SEGMENT LEVEL DESCRIPTION

SEGMENT IDENTIFICATION: DATE VIEWED: 1989/09

SEG # 1 FORM: PC [SLUG: ____

SUMMARY: UW President Fred Harrington harrington on Chancellor Sewell's resignation.

DATE(S): 1968

SEG PHYS.DESCRIP.(CIRCLE APPLICABLE): SI / (MAG) / OPT B&W / COLOR POS / (NEG)

SEGMENT CONDITION: ____ LENGTH: 0'-23'

DESCRIP. LEVEL: FULL ____ MIN ____ DISPOSE ____

****

SEG # 2 FORM: news [SLUG: ____

SUMMARY: Student handing in draft card.

DATE(S): 1968/04/03

SEG PHYS.DESCRIP.(CIRCLE APPLICABLE): (SI) / MAG / OPT (B&W) / COLOR POS / (NEG)

SEGMENT CONDITION: ____ LENGTH: 23'-39'

DESCRIP. LEVEL: FULL ____ MIN ____ DISPOSE ____

1559I

COLLECTION/SERIES: WKOW 7.8 CAN/CALL #: _____ [WORKING #: 8961]
SEGMENT INDENTIFICATION -- CON'T

SEG # 3 FORM: Feat [SLUG: _____]
SUMMARY: King Olav of Norway visits Madison.

DATE(S): 1968/05/06
SEG PHYS.DESCRIP.(CIRCLE APPLICABLE): (SI) / MAG / OPT (B&W) / COLOR POS / (NEG)
SEGMENT CONDITION: _____ LENGTH: 39'-111'
DESCRIP. LEVEL: FULL___ MIN___ DISPOSE___

****

SEG # 4 FORM: on site [SLUG: _____]
SUMMARY: Warren Knowles's reaction to Nelson Rockefeller announcing his candidacy for president.

DATE(S): 1968
SEG PHYS.DESCRIP.(CIRCLE APPLICABLE): SI / (MAG) / OPT (B&W) / COLOR POS / NEG
SEGMENT CONDITION: _____ LENGTH: 111'-163'
DESCRIP. LEVEL: FULL___ MIN___ DISPOSE___

****

SEG # 5 FORM: Studio Speeches, Banquets [SLUG: _____]
SUMMARY: Carl Betz (TV actor) speaking at Law Day banquet at Lorraine Hotel and being interviewed.

DATE(S): 1968/05/01
SEG PHYS.DESCRIP.(CIRCLE APPLICABLE): SI / (MAG) / OPT (B&W) / COLOR POS / (NEG)
SEGMENT CONDITION: _____ LENGTH: 163'-374'
DESCRIP. LEVEL: FULL___ MIN___ DISPOSE___

****

SEG # 6 FORM: ~~Speeches~~. [SLUG: _____]
SUMMARY: Muhammed Ali at Stock Pavilion.

DATE(S): 1968/04/26
SEG PHYS.DESCRIP.(CIRCLE APPLICABLE): (SI) / MAG / OPT (B&W) / COLOR POS / NEG
SEGMENT CONDITION: _____ LENGTH: 374'-464'
DESCRIP. LEVEL: FULL___ MIN___ DISPOSE___

(Appendix E.3, page 1: Final Report. State Historical Society of Wisconsin. Appraisal and Processing of Early Wisconsin Television Newsfilm. NHPRC Grant no. 88-115)

COLLECTION/SERIES: (WKOW) CAN/CALL #: _____ [WORKING #: 896]

SUBJECT ACCESS TERMS ~~xxCONTxx~~

SUBJECT TERM: Corp(2)
NAME/TERM: UW-Madison
DATE(S): 1968
Sharon? no SEG #: 1

SUBJECT TERM: Topical
NAME/TERM: Riots & strike (LCTGM)
DATE(S): 1968/05/06
4 SEG #: 3

SUBJECT TERM: Name
NAME/TERM: Farrington Fred Harvey
DATE(S): 1968
4 SEG #: 1

SUBJECT TERM: Name
NAME/TERM: Knowles, Warren
DATE(S): 1968
4 SEG #: 4

SUBJECT TERM: Name
NAME/TERM: Fensell, William Hamilton
DATE(S): 1968
4 SEG #: 1

SUBJECT TERM: Topical
NAME/TERM: Elections (LCTGM)
DATE(S): 1968
4 SEG #: 4

SUBJECT TERM: Topical
NAME/TERM: Elections (LCTGM)
DATE(S): 1968
4 SEG #: 1

SUBJECT TERM: Name
NAME/TERM: Rockefeller Nelson
DATE(S): 1968
no SEG #: 4

SUBJECT TERM: Topical
NAME/TERM: Draft resisters (LCTGM)
DATE(S): 1968/04/03
4 SEG #: 2

SUBJECT TERM: Name
NAME/TERM: Fritz, Carl
DATE(S): 1968/05/01
4 SEG #: 5

SUBJECT TERM: Name
NAME/TERM: Carl Sc Kingsbury
DATE(S): 1968/05/06
4 SEG #: 3

SUBJECT TERM: Corp(2)
NAME/TERM: Loraine Hotel
DATE(S): 1968/05/01
4 SEG #: 5

PAGE____OF____

COLLECTION/SERIES: WKOW CAN/CALL #:_____ [WORKING #: 896

SUBJECT ACCESS TERMS

SUBJECT TERM: Dane
NAME/TERM: Ali, Muhammed
DATE(S): 1968/04/26
4 SEG #: 6

SUBJECT TERM: CORE (2)
NAME/TERM: UW-Madison Stock Pavilion
DATE(S): 1968/04/26
4 SEG #: 6

SUBJECT TERM:
NAME/TERM:
DATE(S):
SEG #:

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DATE(S):
SEG #:

SUBJECT TERM:
NAME/TERM:
DATE(S):
SEG #:

15SBT

07/29/91 State Historical Society of Wisconsin
Pg: 1
11:00:45 FULL MARC RECORD -- BOLDFACE SHOWS MARC TAGS USED

LOCAL TELEVISION NEWSFILM RECORD

Record #: WKOW90-000076 Date Added/Updated: 07/29/91

GENERAL INFORMATION -- ROLL LEVEL

Collection: WKOW-TV (Madison, Wis.) vm/245/a
Series: WKOW-TV trims, outs and scraps series vm/245/p
Can/Call #: WKOW 896 vm/245/n

Television Station: WKOW-TV (Madison, Wis.) vm/110/a

Date(s): 1968 vm/260/g

Genre: Features (Newsfilm) vm/655/a

Genre: News vm/655/a

GENERAL PHYSICAL DESCRIPTION -- ROLL LEVEL

Extent: 464' vm/300/a
Physical Characteristics: si&mag, b&w, neg vm/300/b

Inspection Date: 1989/09 vm/583/c
Inspected by: jm vm/583/k
Deterioration Stage: none vm/583/l
Roll Condition: good vm/583/x

NOTES AREA

Miscellaneous Note: vm/500/a
Can/Call #: vm/500/3

Related Holdings vm/590/a
Item(s): None

SEGMENT LEVEL INFORMATION

Segment #: WKOW 896.1 vm/902/a
Form: Press conferences vm/902/c
Date(s): 1968 vm/902/d
Segment Summary/Note: vm/902/e
University of Wisconsin President Fred Harvey Harrington on Chancellor Sewell's resignation.
Sound Type: mag vm/902/f
Emulsion: b&w vm/902/g
Polarity: neg vm/902/h
Location on Roll: 0'-23' vm/902/3

Segment #: WKOW 896.2
Form: News
Date(s): 1968/04/03
Segment Summary/Note:
Student handing in draft card.
Sound Type: si
Emulsion:b&w
Polarity: neg
Location on Roll: 23'-39'

Segment #: WKOW 896.3
Form: Features (Newsfilm)
Date(s): 1968/05/06
Segment Summary/Note:
King Olav of Norway visits Madison.
Sound Type: si
Emulsion: b&w
Polarity: neg
Location on Roll: 39'-111'

Segment #: WKOW 896.4
Form: On-site interviews
Date(s): 1968
Segment Summary/Note:
Warren Knowles' reaction to Nelson Rockefeller announcing his candidacy for president.
Sound Type: mag
Emulsion: b&w
Polarity: neg
Location on Roll: 111'-163'

Segment #: WKOW 896.5
Form: Banquets
Form: Speeches
Form: Studio interviews
Date(s): 1968/05/01
Segment Summary/Note:
Carl Betz (television actor) speaking at Law Day banquet at Loraine Hotel and being interviewed.
Sound Type: si&mag
Emulsion: b&w
Polarity: neg
Location on Roll: 163'-374'

Segment #: WKOW 896.6
Form: Speeches
Date(s): 1968/04/26
Segment Summary/Note:
Muhammed Ali speaking at Stock Pavilion.
Sound Type: si
Emulsion: b&w
Polarity: neg

BEST COPY AVAILABLE

Full MARC record, page 3

Location on Roll: 374'-464'

SUBJECT ACCESS TERMS

PERSONAL NAME(S)

Name: Harrington, Fred Harvey — vm/696/a
Fuller Version of Name: — vm/696/q
Titles: — vm/696/c
Numeration: — vm/696/b
Birth/Death Dates: 1912- — vm/696/d
Subject Shown?: yes — vm/696/e
Applicable Date(s): 1968 — vm/696/g
Segment #: WKOW 896.1 — vm/696/3

Name: Sewell, William Hamilton
Fuller Version of Name:
Titles:
Numeration:
Birth/Death Dates: 1909-
Subject Shown?: yes
Applicable Date(s): 1968
Segment #: WKOW 896.1

Name: Rockefeller, Nelson A.
Fuller Version of Name: (Nelson Aldrich)
Titles:
Numeration:
Birth/Death Dates: 1908-1979
Subject Shown?: no
Applicable Date(s): 1968
Segment #: WKOW 896.4

Name: Olav
Fuller Version of Name:
Titles: King of Norway
Numeration: V,
Birth/Death Dates: 1903-
Subject Shown?: yes
Applicable Date(s): 1968/05/06
Segment #: WKOW 896.3

Name: Knowles, Warren P.
Fuller Version of Name:
Titles:
Numeration:
Birth/Death Dates:
Subject Shown?: yes
Applicable Date(s): 1968
Segment #: WKOW 896.4

Name: Botz, Carl

Full MARC record, page 4

Fuller Version of Name:
Titles:
Numeration:
Birth/Death Dates:
Subject Shown?: yes
Applicable Date(s): 1968/05/01
Segment #: WKOW 896.5

Name: Ali, Muhammed
Fuller Version of Name:
Titles:
Numeration:
Birth/Death Dates: 1942-
Subject Shown?: yes
Applicable Date(s): 1968/04/26
Segment #: WKOW 896.6

REPORTER/INTERVIEWER NAME(S)

Name: — vm/700/a
Birth/Death Dates: — vm/700/d
Subject Shown?: — vm/700/e
Applicable Date(s): — vm/700/g
Segment #: — vm/700/3

CORPORATE NAME(S)

Jurisdiction or Corporate Name?: 2 — vm/697/_1
Name: Loraine Hotel (Madison, Wis.) — vm/697/a
Subordinate Unit: — vm/697/b
Title of a work: — vm/697/t
Subject Shown?: yes — vm/697/e
Applicable Date(s): 1968/05/01 — vm/697/g
Segment #: WKOW 896.5 — vm/697/3

Jurisdiction or Corporate Name?: 2
Name: University of Wisconsin--Madison.
Subordinate Unit: Stock Pavilion
Title of a work:
Subject Shown?: yes
Applicable Date(s): 1968/04/26
Segment #: WKOW 896.6

Jurisdiction or Corporate Name?: 2
Name: University of Wisconsin--Madison
Subordinate Unit:
Title of a work:
Subject Shown?: no
Applicable Date(s): 1968
Segment #: WKOW 896.1

Full MARC record, page 5

MEETING NAME(S)

Meeting Name:	vm/698/a
Meeting Number:	vm/698/n
Date of Meeting:	vm/698/d
Location of Meeting:	vm/698/c
Subject Shown?:	vm/698/g
Segment #:	vm/698/3

SUBJECT TERM(S)

Subject Term: Resignations	vm/690/a
Applicable Date(s): 1968	vm/690/d
Subject Shown?: yes	vm/690/e
Topical Subdivision:	vm/690/x
Geographic Subdivision:	vm/690/z
Subject Term Source: lctgm	vm/690/2
Segment #: WKOW 896.1	vm/690/3

Subject Term: Draft selection for military service
Applicable Date(s): 1968/04/03
Subject Shown?: yes
Topical Subdivision:
Geographic Subdivision:
Subject Term Source: lctgm
Segment #: WKOW 896.2

Subject Term: Visits of state
Applicable Date(s): 1968/05/06
Subject Shown?: yes
Topical Subdivision:
Geographic Subdivision:
Subject Term Source: lctgm
Segment #: WKOW 896.3

Subject Term: Presidential elections
Applicable Date(s): 1968
Subject Shown?: no
Topical Subdivision:
Geographic Subdivision:
Subject Term Source: lctgm
Segment #: WKOW 896.4

GEOGRAPHIC PLACE(S)

Geographic Name:	vm/691/a
Applicable Date(s):	vm/691/d
Subject Shown?:	vm/691/e
Topical Subdivision:	vm/691/x
Segment #:	vm/691/3

Full MARC record, page 6

LOCAL SUBJECT TERM(S)

Local Subject Term:	vm/692/a
Applicable Date(s):	vm/692/d
Subject Shown?:	vm/692/e
Geographic Subdivision:	vm/692/z
Subject Term Source:	vm/692/2
Segment #:	vm/692/3

TITLES

# Nonfiling characters:	vm/630/_1
Title:	vm/630/a
Applicable Dates(s):	vm/630/g
Segment #:	vm/630/3

EQUIPMENT AND SUPPLIES

Equipment

- Four 16 mm. two-plate Steenbeck film editing machines
- One 16 mm. six-plate Steenbeck film editing machine
- Steenbeck high-speed rewind machine
- Lipsner-Smith Ultrasonic film cleaner
- Three 16 mm. guillotine tape splicers
- Moviescop
- Precision sound reader (optical and magnetic)
- Veeder-Root sync block
- Hand re-wind
- Two 1200' 16 mm. split reels
- MEMOREX Telex IBM-compatibile PC and Hewlett-Packard LaserJet III printer
- MINARET 1.52 database management software and WordPerfect 5.1.

Supplies

Paulmar Industries
P.O. Box 638
Antioch, Illinois 60002 Telephone: 1-800-323-4076

15 1000' rolls 16 mm. single sprocketed leader
200 rolls 16 mm. clear non-perf splicing tape

J & R Film
416 W. Ontario
Chicago, Illinois 60610

Guillotine splicer blades
Webril Wipes
Moviescop bulbs
Cotton editing gloves

Plastic Reel Corp.
1302 W. Randolph St.
Chicago, Illinois . 60607

Archival and flame retardant plastic 16 mm. film cans:
400', 800', 1200'
2" 16 mm. plastic cores

ChemCentral Milwaukee
2400 S. 170th Street
New Berlin, WI 53151

55 gal. drum 1-1-1 trichloroethane (film cleaning solvent)

General Office Supplier: Sharpies (for marking leader), paper tape and can labels.

Appraisal and Processing Concurrent TV Newsfilm Collections

We have found during the course of this project that processing the television station collections simultaneously by date is difficult. Each station's organization varied and often there were undated rolls and/or cans. Even where we had dated material, there was not a significant amount of overlap in terms of stories reported by all the stations. Listed below are examples of the same (or similar) story appearing in two or more of the station collections. The stations often highlighted different aspects of a story.

A videotape compilation of the following segments is available for study purposes.

WMTV 24.3 146'-184', si,color,pos
1971 *Openings*. First Wisconsin National Bank of West Towne.

WISC 7117.8 652'-673', si,color,pos
1971/06/16 *Openings*. First Wisconsin Bank of West Towne.

WKOW 1308.8 341'-361', mag,color,pos
1971/06/16 *Openings*. New First Wisconsin National Bank.

WMTV 24.6 338'-405', si,color,pos
1971 *Speeches/Features (Newsfilm)*. Patrick Lucey addresses Badger Girls State conference.

WISC 7120.6 311'-393', si,color,pos
1971/06/28 *Meetings*. Badger Girls State.

WMTV 24.9 514'-639', si&mag,color,pos
1971 *Press conferences*. Spokesmen from youth branches of Democratic and Republican Parties on their support of 18 year old vote.

WISC 7117.3 164'-362', mag,color,pos
1971/06/15 *Press conferences*. Young Democrats and Young Republicans meeting in favor of 18 year old vote.

WMTV 25.6 160'-224', mag,color,pos
1971 *Speeches*. Edmund Muskie at State Democratic Convention on cooperation needed between Democratic contenders for presidential nomination.

WISC 7119.12 1337'-1430', si&mag,color,pos
1971/06/25 *Meetings/Speeches*. State Democratic Convention registration. Edmund Muskie addresses convention.

WKOW 1310.9 360'-410', mag,color,pos
1971/06 *Speeches/Meetings*. Edmund Muskie speaks to the State Democratic Convention on the resurgence of the Democratic Party.

WMTV 25.7 224'-269', si&mag,color,pos
1971 *Press conferences*. Sen. Birch Bayh of Indiana opposes Edmund Muskie's proposals to ban paid political TV spots.

WISC 7119.9 786'-867', mag,color,pos
1971/06/25 *Press conferences*. State Democratic Convention press conference. Birch Bayh comments on credibility of public officials.

WMTV 1968/04.5 163'-220', si,b&w,pos
1968/04 *News*. UW students march after Martin Luther King, Jr.'s assassination.

WKOW 893.2 175'-291', si&mag,b&w,neg
1968 *News*. Memorial rally and march up Bascom Hill for Martin Luther King, Jr.

WMTV 1968/04.15 882'-995', si&mag,b&w,pos
1968/04 *Speeches*. Muhammad Ali addresses students at UW Stock Pavilion.

WISC 9002.4 236'-285', si,b&w,pos
1968 *Speeches*. Muhammad Ali speaking at University of Wisconsin Stock Pavilion.

WKOW 832.4 188'-346', mag,b&w,neg
1968/04 *Studio interviews*. Muhammed Ali opposing integration.

WKOW 895.1 0'-450', mag,b&w,neg
1968/04/26 *Press conferences*. Muhammad Ali on black separatism.

WKOW 896.6 374'-464', si,b&w,neg
1968/04/26 *Speeches*. Muhammed Ali at Stock Pavilion.

WMTV 1968/09.6 241'-332', mag,b&w,pos
1968/09 *Press conferences*. Skip Humphrey, Hubert Humphrey's son, campaigning for his father in Madison.

WKOW 861.5 135'-187', si&mag,b&w,neg
1968 *On-site interviews*. Skip Humphrey (son of Hubert Humphrey) on Democratic National Convention.

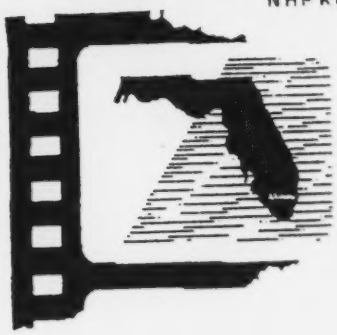
WMTV 1969B.13 901'-972', si&mag,b&w,pos
c1968 *Press conferences*. John Gronouski, campaign manager for Hubert Humphrey, says Humphrey would push hard for peace in Vietnam.

WISC 200.11 479'-545', mag,b&w,pos
1968/10/25 *Press conferences*. John Gronouski, spokesman for Hubert Humphrey's campaign, on how Humphrey would push hard for peace in Vietnam.

WMTV 1969B.15 1045'-1164', si&mag,b&w,pos
c1968 *Speeches*. Dick Gregory, presidential candidate, addresses group. Later he comments on what he calls moral sickness in U.S.

WISC 200.9 381'-418', mag,b&w,pos
1968/10/22 *Press conferences*. Dick Gregory speculating on an Illinois presidential primary win by George Wallace and on corruptness of American system.

WKOW 888.1 0'-160', mag,b&w,neg
1968/02/19 *Studio interviews*. Blake Kellogg interviews Dick Gregory on his presidential candidacy.



LOUIS WOLFSON II
MEDIA HISTORY CENTER
A State of Florida designated moving image center and archive

August 7, 1991

Christine Schelshorn
Visual and Sound Archives
State Historical Society of Wisconsin
Madsion, Wisconsin 53706

Dear Christine:

Having begun our NHPRC grant at the Wolfson Center around the same time, I have been very interested in the efforts being made in Wisconsin and have had the opportunity to speak with George Talbot and Jean MacNichol on several occasions. As we discussed, because of the nature of the WTVJ collection, - the only surviving extensive newsfilm collection from South Florida from 1949 through the 1970's - our approach (like San Francisco State University) involved organization, preservation, transfer to video. With material from a single station, we did not have the detailed issues of appraisal and overlapping collections which your project addresses. However, with the advent of newsvideo in the mid 1970's and other archives around the country holding "unprocessed" newsfilm collections, these areas are and will continue to be of major concern. Your findings on appraisal have begun to address these issues and hopefully can be incorporated into the Archival Manual/NHPRC project currently underway. In other areas, your work with Minaret and data entry of news film records will be an important component in the development of guidelines for newsfilm cataloging which is of major concern to the field.

In our conversation last week and in prior discussions with George and Jean, the issues of project goals and the time involved in film cleaning/repair were addressed. It has been my experience that most archives underestimate the amount of time involved in working with newsfilm collections and overestimate the amount of work that will be achieved. Your findings in these areas and your change in direction (towards cleaning and repair for appraisal puproses) will be helpful to other institutions as they begin planning to work with their collections. As with other newsfilm projects funded by the NHPRC, the work began at The State Historical Society of Wisconsin will pave the way for future projects in the field. I look foward to seeing your final report.

Sincerely,

Steven Davidson
Director

SPONSORS: Miami-Dade Public Library • Miami-Dade Community College • University of Miami

Mississippi Department of Archives and History

Post Office Box 571 • Jackson, Mississippi 39205-0571 • Telephone 601-359-1424
Elbert R. Hilliard, Director

Established 1902

January 22, 1991

Jean MacNichol, Newsfilm Archivist
The State Historical Society of Wisconsin
816 State Street
Madison, Wisconsin 53706

Dear Jean:

I hope you had an enjoyable holiday and are enjoying a pleasant new year. Please pardon my delay in answering your December letter, but the holidays and vacation were to blame.

It appears the project is progressing well. The methodology is sound; however, the results seem to indicate that for the amount of work put into appraisal there is an insufficient gain. The amount of material discarded, 18% from one collection, is not worth the time and effort put into this type of appraisal. Perhaps it would be better to look at each collection as a whole and keep the collections intact; there is much to be gained by researchers viewing an entire collection and comparing it to other collections. I make this point because during the last two years I have changed my mind about the way researchers can and do use newsfilm. There are more than just moving images in these collections; there is also information about the station's point of view which may only be gained by looking at all of the station's materials. As an example, researchers using our Department's first newsfilm collection question why the sound was often cut off when blacks spoke; the answer is that the station was supporting the racial views of Mississippi politicians at the time. Using the criteria you are suggesting in Item 7 in Conditions for disposing of a segment or roll, the material without sound would be eliminated if it were available with sound in another collection, thus losing the information about the station's point of view.

That said, let me comment that I find the indexing and cataloging methodology to be excellent. I am especially impressed with the linkage between the roll level description and the item level description. This methodology should be of great use to newsfilm archivists in the future as we make decisions as to how we wish to catalog our collections. At the Department we are making decisions now about what level we wish to catalog our newsfilm collection, and I see your model being very useful in our decision-making process.

Board of Trustees: William F. Winter, president / John K. Bettersworth / Arch Dalrymple III / Herman B. DeCell / Frank E. Everett, Jr. Gilbert R. Mason / Mrs. Mitchell Robinson / Everette Truly / Sherwood W. Wise

I hope this information will be of assistance, and if you wish for any clarification or further information, please contact me at (601) 359-6874.

Sincerely,

Dan Den Bleyker
Audio-Visual Records Curator

Oregon Historical SOCIETY
1230 S.W. PARK AVENUE, PORTLAND, OREGON 97205
503 / 222-1741 CABLE / HISTORE

6 February 1991

Ms. Jean MacNichol
Newsfilm Archivist
State Historical Society
of Wisconsin
816 State Street
Madison, WI 53706

Dear Jean:

On the theory that late is better than never, here is my reaction to the packet of material you sent out in December.

The appraisal guidelines look very good. My only comment is that appraisors should err on the side of retaining footage if possible. For example, banquet scenes may contain shots of many of the "up-and-comers" or possibly "has-beens" who do not appear elsewhere in the moving image material. While such shots may never be crucial in the production sense, they do add to the value of a research collection. Such cautions are written into the guidelines, but they also need to be emphasized to the people doing the appraising. Appraisal is a very subjective science.

The record format looks very good. There is plenty of opportunity to adequately identify and describe material, which is often the problem with newsfilm: a great deal of description is necessary because the specific event is not identified well enough in the documentation.

In brief, I think SHSW has done a great job. You should be proud of all you have accomplished.

Sincerely,

Mikki

Margaret Tint
Film Cataloger

Incorporating The Battleship Oregon Museum, Northwest Conservation Center, Oregon Geographic Names Board, North Pacific Studies Center, Oregon Lewis and Clark Heritage Foundation

San Francisco State University
J. Paul Leonard Library
1630 Holloway Avenue
San Francisco, California 94132

April 3, 1991

Ms. Jean MacNichol
Project Archivist, TV Newsfilm
State Historical Society of Wisconsin
816 State Street
Madison, Wisconsin 53706

Dear Jean:

Please forgive my not responding to you earlier, but with earthquake recovery taking place up to the present time, and the loss of my only staff member, I haven't been getting around to any of my correspondence.

I really appreciate all of the work you and the rest of the WSHS staff have done on the difficult issues of description, appraisal, access and MARC-based records for local television news. I think all of these issues are nightmares to those of us who have local television news collections, and you have really pointed out the problems very succinctly, as well as come up with a workable content worksheet for the MARC-form.

Appraisal is one of the most difficult of all the issues--what to discard and what to keep. I think that you have worked admirably with the subject. I liked your description of the minimal, standard, and extended descriptions (I call them the minis, midis, and maxis.) I think your definitions of those criteria are excellent. I found that it was really difficult to discard ANYTHING (unless the material was totally non-viewable, blank, etc.), because in most cases, I could find a use for just about everything. I know there are hundreds of beauty contests and accidents, but I think that each one has a story to tell. We are right now working on our KPIX collection--our earliest materials, from the early-middle 1950s, and it is interesting to see neighborhood backgrounds in accidents, for example, as well as various medical and rescue practices. Much of the footage has establishing shots of street signs, so you know where you are. In one case, there was a covered body in the street, and the policemen were drawing a chalk outline around it. The ambulance came, and the attendants pulled out a stretcher that could have been used in "A Farewell To Arms." I would find that footage useful for several different purposes. I'm not certain what I will do yet, but I'm still quite hesitant about throwing any footage away. Of course, the granting agencies (at least the NEH) don't agree with me.

For me, I guess it was easier to compile everything into rolls and then look at it. I think your collections are like mine--thousands of loose segments, many identified, some not. I thought about physically discarding some items, but decided that it would take too much time to examine the materials and think about it (especially because the KPIX collection has no cores.)

I found it easier to arrange the material in its original "order" (and I use that word loosely)--by date (i.e., by day and by subject/title at random within that day) for KQED, and by accession number for KPIX. I like your "Descriptive formats for repeated events," which makes description much easier. Appraisal will be handled by level of indexing--minimal indexing for unimportant materials, such as accidents, medium-level indexing for more important materials, such as a mayor's speech on a mundane item, and annotated descriptions of major events, such as the Moscone-Milk assassinations.

It is difficult to choose a particular database for topic access. The LCSH, the LCTGM, and the Urban Thesaurus all have their good points, but they do not cover everything. To my surprise, the LCSH seems to be the most useful of the reference sources. I found that the Urban Thesaurus covered urban areas quite adequately, but did not have the terminology for rural events. LCTGM had its good and bad points. LCSH really seems to have put work into creating the most flexible subject headings.

I would agree that one of the problems with MARC is that newsfilm segments are unedited, and the MARC system works well with what I'll call completed projects, rather than raw bits and pieces. Content and physical description are important, and users, both those who come to the archives as well as distant users, want to know not only WHAT the item is, but how long, format, etc. It IS important to have a link in the catalog record between content and physical description.

I do like your MARC record adaptation. I'm unused to dealing in rolls, since much of my material is still in loose segment form, although we're compiling things. It certainly allows room for all kinds of information, and expansion, if necessary.

I hadn't thought about making a specific notation for a subject talked about, but again you are correct--users often want to see an image, not hear someone talking about a subject. I have a classic case of that issue--a roll of documentary footage entitled "What Kruschev Saw On His Trip To The United States." That's exactly what it is--what he saw when he came. There's not one glimpse of his little bald head. I have some interesting information about Nicaragua--except that the man giving it is hiding behind a door and speaking through the door. It just means hiring some dedicated staff to do a lot of looking and listening.

I think you and the SHSW crew have done an excellent job with your awesome task of trying to explain how to assess and index these collections. I think the appraisal guidelines you have devised can be most helpful, and I really like your MARC record form.

I hope my comments are of some help. If you have any questions about my comments, please don't hesitate to call me at (415) 338-1856. Congratulations on a job well done.

Cheers,

Helene

(Ms.) Helene Whitson
Special Collections Librarian/Archivist

University of Baltimore

Langsdale Library
1420 N. Charles Street
Baltimore, Maryland 21201-5779
(301) 625-3067

December 20, 1990

Jean MacNichol
Newsfilm Archivist
The State Historical Society of Wisconsin
816 State Street
Madison, Wisconsin 53706

Dear Jean:

Thank you for the update. We will all benefit a great deal from the work you are doing. It looks as though you have made some hard but very sound choices as you progrssed through this project.

I understand why you chose the period 1968-72 to be evaluated, but isn't there any way to fit in a sampling of the earlier footage? At first glance I thought you might be overdescribing, considering the magnitude of the job. But after a closer look I think you are right on target. Please send me a sample of a comparison of reels from each station when you can.

Your revised guidelines are excellent. Especially the "fat file" rule. If wire service newsfilm is removed, it will be valuable to keep a record of what was there and if it was aired.

Have a great holiday!

Sincerely,

Gerry Yeager
Head of Special Collections

GY/sa

Wisconsin Center for Film and Theater Research

Film and Photo Archive: (608) 262-0585 — 412 Historical Society, 816 State Street

Manuscripts Archive: (608) 262-3338 — 418 Historical Society, 816 State Street

MADISON, WISCONSIN 53706

17 July 1991

To: Jean MacNichol, Christine Schelshorn and Karen Baumann
From: Maxine Fleckner Ducey
Re: SHSW Newsfilm Cataloguing Project

Dear Jean, Christine and Karen:

I am writing to congratulate you and your student staff on the accomplishment of a formidable task: the cataloguing of a particularly rich portion of the SHSW's newsfilm holdings and the publication of a descriptive guide and index to those films. Your completion of this project has allowed access to a body of important and unique material which had been previously accessible only by date (if you were lucky) or serendipity (luckier still.) Having provided some reference aid over the years to researchers using the SHSW newsfilm collections has made me appreciate your accomplishment from a practical as well as theoretical standpoint.

Of all the Advisory Committee members, I'm the only one who has had the advantage of observing the progress of the project on a day-to-day basis and, in reviewing the Interim Narrative Report which you submitted to NHPRC on 14 November 1990, I am reminded of how many substantive changes occurred just within the six months prior to its writing. George Talbot's retirement and the appointment of Christine and Karen as co-directors prompted major procedural changes. Clearly, that summer (1990) was spent in a complete reassessment of the project goals. Project progress became even more evident as the fall semester began, the army of student workers appeared and the scheduling on the Steenbecks began in earnest.

As the WCFTR Archivist I visit the SHSW film vault almost every day. I have had the "opportunity" of seeing, and sometimes searching, multiple ranges filled with thousands of cans of television newsfilm. Due to the initial disarray of the newsfilm collections and the thorough searching and arrangement methods employed by Jean and her staff, it's no surprise that your initial estimate of footage required upward revision more than once. In addition to providing a more accurate estimate of existing footage, the work the project staff has done towards enhancing the physical conditions of film storage has been of prime importance.

An archive of the University of Wisconsin-Madison and the State Historical Society of Wisconsin

page two

While your work has made the newsfilm collection more accessible to SHSW researchers and staff, it has also made a significant contribution to the national effort to develop and implement a system for the cataloguing of local television newsfilm. Archival literature contains a good deal of information about appraisal guidelines and methodology for paper materials. It may seem logical, according to current literature, to appraise and weed film at the compilation stage, but your experience has proven that no significant saving of time or storage space results from this method. Your use of form headings as an appraisal mechanism, however, not only combines description and appraisal in a single pass, it is the first appraisal technique to take into account the unique physical properties of film. "Weeding" as appraisal concept, after all, originally applied to single items or unbound leaves of paper. It is ultimately inefficient to extend this logical principle of paper appraisal in an illogical way to film -- either in unidentified snippets or already compiled larger rolls. Use of form headings for routine fire or accident footage (instead of form heading and segment description) in effect "weeds" unimportant segments imbedded in rolls compiled for viewing. The cataloguing staff does not expend any time in segment description, nor do they have to spend time physically removing the segment from the roll.

In closing, let me suggest that as you write the final report you clearly differentiate between the inspection and repair techniques employed by the project for all footage, and those steps taken to arrange single segments into compiled rolls. I know that the community of newsfilm archives is anxious to read the project results, and so many of them will benefit from a detailed description of the methodology which evolved during the course of the project. In light of the new newsfilm cataloguing projects underway, I would encourage the Society to allow the NHPRC further distribute your final report so that others might learn from your experiences.

Again, congratulations on a job well done. Newsfilm archivists continue to be faced with the dilemma of the sheer volume of their collections outweighing by far the available resources. The work that you have done on this project should make their job much easier.

Sincerely,

Maxine Fleckner Ducey
Archivist
WCFTR Film and Photo Archive

1)

WIHV91-F3

ID:WIHV91-F3 RTYP:d ST:p FRN: MS: EL:z AD:07-30-91
CC:9114 BLT:gc DCF:a CSC:d MOD: SNR: ATC: UD:07-31-91
CPR:wiu L:eng INT:? TEQ:1 TYPE:m MEI:?
PC:i PD:1965/1972 RUN:??? GPC:? ACMP:?????
MMD: OR: POL: DM: RR: COL: EML: GEN: BSE:
COM:g FMD: OR: CL: BEM: SEP: MDS: WD: SSP:
COM:k FMD: OR: CL: PRS: SSN:
COM:m FMD:r OR:? CL:m PR:? SEP:? MDS:? WD:d KS:m ARV:??o??uan??????
COM:v FMD: OR: CL: VF: SEP: MDS: WD: KS:
RMD: OR: SPD: SND: GRV: DIM: WID: TC: KD: KM: KC: RC: CAP:
COM:a SMD: OR: CLR: MPHY: TREP: PRD: PL:
COM:d SMD: OR: CLR: MPHY: TREP:

035 (WHi)VIM
040 WHi‡cWHi
245 00 Vietnam archives television newsfilm.
260 ‡c1965-1972.
300 78 film reels (61,600 ft.) :‡bsd. & si., b&w & col. ;‡c16 mm. arch neg & arch pos.
520 Live news footage excerpted from the film files of Madison, Wisconsin, television stations WISC, WKOW, and WMTV and from other sources by Glenn Silber and Barry Brown, producers of the Vietnam War protest documentary, The War at Home (Catalyst Films, 1979). The footage focuses on events in the Madison community and on the University of Wisconsin campus where opposition to the War is documented by film of public hearings, interviews, demonstrations, sit-ins, violence known as the "Dow Chemical riot," and the aftermath of the bombing of the Army Mathematics Research Center.
520 8 ‡bIncluded is earlier footage on Freedom Rides and local civil rights activities and the 1960 Presidential election campaign, and more extensive information on a Black student strike, draft protests, a journey to North Vietnam by Quaker Betty Boardman, violence at the Mifflin Street Block Party, welfare rights demonstrations, and appearances by Dick Gregory, Hubert Humphrey, General Chappie James, Luci Baines Johnson, Ted Kennedy, William Kunstler, Melvin Laird, Eugene McCarthy, George McGovern, Carl McIntire, Charlene Mitchell, Wayne Morse, Roy Rogers and Dale Evans, Benjamin Spock, and many other national figures.
520 8 ‡bThe film consists of rolls of varying footage, each containing numerous segments of newsfilm shot at varying times and concerning various topics. The collection is a mixture of sound and silent, black and white and color, and positive and negative film.
555 0 The collection is described and indexed in "Madison, Wisconsin, Television Newsfilm, 1968-1972: A Descriptive Guide and Index to the Holdings at the State Historical Society of Wisconsin."
610 20 University of Wisconsin.
630 44 The war at home (Motion picture)
650 0 Television broadcasting of news.
650 0 Draft‡zUnited States.
650 0 Vietnamese Conflict, 1961-1975‡xPublic opinion.
650 0 Vietnamese Conflict, 1961-1975‡xProtest movements.
650 0 Students‡xPolitical activity.
650 0 Welfare rights movement‡zWisconsin.
650 0 Afro-Americans‡xEducation.
650 0 Afro-Americans‡xCivil rights.
650 0 Demonstrations.
651 0 Madison (Wis.)
655 7 Motion pictures.‡2aat
700 13 Brown, Barry A.
700 13 Silber, Glenn.
710 23 WISC (Television station : Madison, Wis.)
710 23 WKOW (Television station : Madison, Wis.)
710 23 WMTV (Television station : Madison, Wis.)
851 State Historical Society of Wisconsin.‡bArchives Division.‡c816 State Street, Madison, Wis. 53706.

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1)                                        WIHV91-F0
  ID:WIHV91-F0        RTYP:d     ST:p   FRN:      MS:        EL:z      AD:07-30-91
  CC:9114  BLT:gc      DCF:a    CSC:d   MOD:     SNR:       ATC:       UD:07-31-91
  CPR:wiu    L:eng               INT:?            TEQ:1     TYPE:m     MEI:?
  PC:i      PD:1963/1983         RUN:???          GPC:?               ACMP:?????
  MMD:       OR:     POL:      DM:      RR:        COL:       EML:       GEN:    BSE:
  COM:g  FMD:    OR:    CL:    BEM:     SEP:    MDS:    WD:    SSP:
  COM:k  FMD:    OR:    CL:    PRS:     SSN:
  COM:m  FMD:r   OR:?   CL:m    PR:?    SEP:?   MDS:?   WD:d   KS:m   ARV:??o??uan??????
  COM:v  FMD:    OR:    CL:     VF:     SEP:    MDS:    WD:    KS:
  RMD:    OR:  SPD:    SND:    GRV:     DIM:    WID:   TC:   KD:   KM:   KC:    RC:   CAP:
  COM:a     SMD:       OR:     CLR:    MPHY:         TREP:        PRD:         PL:
  COM:d     SMD:       OR:     CLR:    MPHY:         TREP:
  035      (WHi)VIM
  040      WHi‡cWHi
  110 2    WISC (Television station : Madison, Wis.)
  245 00   Television newsfilm.
  260      ‡c1963-1983.
  300      ?? film reels (ca. 2,470,303 ft.) :‡bsd. & si., b&w & col. ;‡c16 mm. a
         rch neg & arch pos.
  520      Live news footage shot by Madison station WISC for its daily news cove
         rage. After editing, parts of this footage appeared on evening news bro
         adcasts. Also present is a small amount of footage distributed by the n
         etworks or wire services, occasional promotional or public affairs spots
         , and a few complete documentaries and edited features.
  520 8    ‡bThe subject matter covers the entire range of Madison local news as
         well as coverage of state political and legislative events, the Universi
         ty of Wisconsin, comments on national events by Wisconsin members of Con
         gress, activity generated by local, state, and national election campaig
         ns, and public support and opposition to the Vietnam War.
  520 8    ‡bThe film consists of rolls of varying footage, each containing numer
         ous segments of newsfilm shot at varying times and concerning various to
         pics. The collection is a mixture of sound and silent, black and white
         and color, and positive and negative film.
  555 0    The 1968-1972 portion of this collection is described and partially in
         dexed in "Madison, Wisconsin, Television Newsfilm, 1968-1972: A Descript
         ive Guide and Index to the Holdings at the State Historical Society of W
         isconsin."
  610 10   Wisconsin.‡bLegislature.
  610 20   University of Wisconsin.
  650  0   Television broadcasting of news.
  650  0   Elections.
  650  0   Vietnamese Conflict, 1961-1975‡xPublic opinion.
  651  0   Madison (Wis.)
  651  0   Wisconsin‡xPolitics and government.
  655  7   Motion pictures.‡2aat
  851      State Historical Society of Wisconsin.‡bArchives Division.‡c816 State
         Street, Madison, Wis. 53706.
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1)

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                                        WIHV91-F1
ID:WIHV91-F1        RTYP:d    ST:p    FRN:      MS:       EL:z      AD:07-30-91
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CPR:wiu    L:eng              INT:?             TEQ:1    TYPE:m     MEI:?
PC:i      PD:1955/1981        RUN:???           GPC:?              ACMP:?????
MMD:      OR:     POL:      DM:      RR:         COL:       EML:      GEN:   BSE:
COM:g  FMD:    OR:    CL:    BEM:    SEP:    MDS:    WD:    SSP:
COM:k  FMD:    OR:    CL:    PRS:    SSN:
COM:m  FMD:r   OR:?   CL:m    PR:?   SEP:?   MDS:?   WD:d   KS:m   ARV:??o??uan??????
COM:v  FMD:    OR:    CL:     VF:    SEP:    MDS:    WD:    KS:
RMD:    OR:   SPD:    SND:    GRV:    DIM:    WID:   TC:   KD:   KM:   KC:    RC:   CAP:
COM:a     SMD:       OR:     CLR:    MPHY:         TREP:        PRD:        PL:
COM:d     SMD:       OR:     CLR:    MPHY:         TREP:
035      (WHi)VIM
040      WHi‡cWHi
110 2    WKOW (Television station : Madison, Wis.)
245 00   Television newsfilm.
260      ‡c1955-1981.
300      ?? film reels (ca. 1,150,972 ft.) :‡bsd. & si., b&w & col. ;‡c16 mm. a
         rch neg & arch pos.
520      Live news footage shot by Madison station WKOW for its daily news cove
         rage.  After editing, parts of this footage appeared on evening news bro
         adcasts.  Also present is a small amount of footage distributed by the n
         etworks or wire services, occasional promotional or public affairs spots
         , and a few complete documentaries and edited features.
520 8    ‡bThe subject matter covers the entire range of Madison local news as
         well as coverage of state political and legislative events, the Universi
         ty of Wisconsin, comments on national events by Wisconsin members of Con
         gress, activity generated by local, state, and national election campaig
         ns, and public support and opposition to the Vietnam War.
520 8    ‡bThe film consists of rolls of varying footage, each containing numer
         ous segments of newsfilm shot at varying times and concerning various to
         pics.  The collection is a mixture of sound and silent, black and white
         and color, and positive and negative film.
555 0    The 1968-1972 portion of this collection is described and partially in
         dexed in "Madison, Wisconsin, Television Newsfilm, 1968-1972: A Descript
         ive Guide and Index to the Holdings at the State Historical Society of W
         isconsin."
610 10   Wisconsin.‡bLegislature.
610 20   University of Wisconsin.
650  0   Television broadcasting of news.
650  0   Elections.
650  0   Vietnamese Conflict, 1961-1975‡xPublic opinion.
651  0   Madison (Wis.)
651  0   Wisconsin‡xPolitics and government.
655  7   Motion pictures.‡2aat
851      State Historical Society of Wisconsin.‡bArchives Division.‡c816 State
         Street, Madison, Wis. 53706.
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1) WIHV91-F2

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ID:WIHV91-F2          RTYP:d    ST:p   FRN:      MS:        EL:z       AD:07-30-91
CC:9114  BLT:gc       DCF:a   CSC:d   MOD:?   SNR:       ATC:        UD:07-31-91
CPR:wiu    L:eng              INT:?             TEQ:1     TYPE:m      MEI:?
PC:i       PD:1961/1978       RUN:???           GPC:?                 ACMP:?????
MMD:       OR:     POL:      DM:      RR:       COL:       EML:       GEN:    BSE:
COM:g  FMD:    OR:    CL:    BEM:    SEP:    MDS:    WD:    SSP:
COM:k  FMD:    OR:    CL:    PRS:    SSN:
COM:m  FMD:r   OR:?   CL:m    PR:?   SEP:?   MDS:?   WD:d   KS:m   ARV:??o??uan??????
COM:v  FMD:    OR:    CL:     VF:    SEP:    MDS:    WD:    KS:
RMD:    OR:   SPD:    SND:    GRV:    DIM:    WID:   TC:   KD:   KM:   KC:    RC:   CAP:
COM:a     SMD:       OR:     CLR:    MPHY:         TREP:        PRD:         PL:
COM:d     SMD:       OR:     CLR:    MPHY:         TREP:
035      (WHi)VIM
040      WHi‡cWHi
110 2    WMTV (Television station : Madison, Wis.)
245 00   Television newsfilm.
260      ‡c1961-1978.
300      ?? film reels (ca. 514,000 ft.) :‡bsd. & si., b&w & col. ;‡c16 mm. arc
       h neg & arch pos.
520      Live news footage shot by Madison station WMTV for its daily news cove
       rage.  After editing, parts of this footage appeared on evening news bro
       adcasts.  Also present is a small amount of footage distributed by the n
       etworks or wire services, occasional promotional or public affairs spots
       , and a few complete documentaries and edited features.
520 8    ‡bThe subject matter covers the entire range of Madison local news as
       well as coverage of state political and legislative events, the Universi
       ty of Wisconsin, comments on national events by Wisconsin members of Con
       gress, activity generated by local, state, and national election campaig
       ns, and public support and opposition to the Vietnam War.
520 8    ‡bThe film consists of rolls of varying footage, each containing numer
       ous segments of newsfilm shot at varying times and concerning various to
       pics.  The collection is a mixture of sound and silent, black and white
       and color, and positive and negative film.
610 10   Wisconsin.‡bLegislature.
610 20   University of Wisconsin.
650  0   Television broadcasting of news.
650  0   Elections.
650  0   Vietnamese Conflict, 1961-1975‡xPublic opinion.
651  0   Madison (Wis.)
651  0   Wisconsin‡xPolitics and government.
655  7   Motion pictures.‡2aat
851      State Historical Society of Wisconsin.‡bArchives Division.‡c816 State
       Street, Madison, Wis. 53706.
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